

DISTRIBUTION AND WAREHOUSING



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RAILROADS HAVE NOT HEDED I.C.C.'S ADMONITIONS REGARDING STORAGE

Warehouse Executives Testify to Space Over-Capacity and Loss of Revenue Resulting from Trunk Line Carriers' Competition at New York. The Trade's NRA-Approved Cost Finding Method Entered on the Record at Hearings in Ex Parte 104 Part VI. Briefs to Be Filed by Sept. 1.

By KENT B. STILES

THE Interstate Commerce Commission set out to learn, through hearings conducted in New York and which terminated on July 12, whether the trunk line railroads entering New York had heeded its "admonitions" a year and a half earlier to place their subsidiary warehouse storage and handling costs on a compensatory basis.

The Commission learned plenty. Through direct examination and cross-examination of witnesses and through voluminous exhibits introduced, attorneys for the Commission and public warehousing developed testimony and evidence that the railroads generally ignored the "admonitions" except in a few instances, and that the less-than-cost competition complained of by the Warehousemen's Protective Committee has gone on uninterrupted since hearings were first held in 1934 in this case—Part VI of the Commission's Ex Parte 104.

The story as brought out in the

resumed proceedings, which opened on June 24 at the Pennsylvania Hotel, indicated that the only corrective action taken by the railroads was to put through slight increases of rates for storage of certain commodities. These commodities did not include crude rubber and wood pulp, and it was contended that these two together constitute about 66 per cent of the competitive tonnage at the Port of New York.

Various warehousing and storage practices of the railroads include, according to John J. Hickey, Washington attorney for the Warehousemen's Protective Committee, the following:

1. Direct engagement by the carriers in the storage of freight on their piers.
2. Leasing of buildings and space on piers and in railroad freight houses to shippers.
3. Storage of freight in cars for long periods and exempt from the application of demurrage charges.

4. Engagement by the trunk lines in the merchandise warehousing business through operations conducted by allied or subsidiary corporation.

5. Indirect participation in the refrigerated warehousing business by two of the railroads under contracts and subsidiary arrangements.

Through direct testimony elicited from several Port warehouse operators Mr. Hickey placed in the record the results of such competition by the carriers.

Albert B. Drake, a Newark merchandise storage executive, told the Commission that rates had been cut to below-cost-of-service levels; that private warehousemen were unable to obtain sufficient business to pay fixed charges and operating expenses; and that there was more than enough merchandise warehousing space in the Port district to meet demand for twenty years ahead.

Frank A. Horne, a New York

refrigerated storage executive, told the Commission that "over-capacity and keen competition" resulting from railroad warehousing had lowered cold storage rates for handling and storage to sub-normal levels; had reduced occupancy and revenue; and that "the two results together mean destruction of the business of the independent warehouses and a continuous loss in our operations."

The American Warehouseman's Association, merchandise division, throughout the hearing took no contentious position, but Wilson V. Little, the association's general secretary, called by A. Lane Cricher, the division's Washington attorney, expressed opinion that the railroads' cost accounting methods were not on a compensatory basis in the light of long experience by public warehousing's operators. Exhibits introduced in connection with Mr. Little's appearance on the stand included the Merchandise Warehousing Trade national Code Authority's "Method for Determining Reasonable Costs" as approved by the National Recovery Administration.

Through such testimony and exhibits Mr. Cricher endeavored to bring before the Commission the full facts available in the merchandise division in regard to warehousing practices, compensatory

charges and cost information. These data are important to the Trade and are expected to be of considerable importance to the Commission in its deliberations. The information supplied the Commission is significant in that it places sworn testimony before a regulatory quasi-judicial body of the Government as to standard practices in the warehousing industry, the method of arriving at basic costs in the Trade, and a yardstick for measuring the competitive relations among warehouses.

Merchandise warehousing is an industry clothed with public interest, and the interstate character of the transactions were clearly brought out at the hearing in many instances. Also, achievement of stabilization in the Trade is desirable, and this should be helped by the full portrayal of facts before the Commission.

At the conclusion of the hearings the I. C. C.'s presiding examiner, William B. Bartel, director of the Commission's Bureau of Service, announced that attorneys for all interested parties would have until Sept. 1 to file briefs and that the case would be argued orally before the Commission in Washington on a date which will be set after the filing of the briefs.

short, there is not enough business to fill all these warehouses."

"Is that 25 per cent increase of warehouse space within a period of six years a normal and reasonable increase that would be taken care of by market needs and demands?" Mr. Hickey inquired.

"No, that amount of new space added to this district for that time was very abnormal," Mr. Drake answered. "It would be a lot of space to add in a period of twenty years, and I do not foresee any market need or demand for it in less than twenty years."

Frank A. Horne, president of the Merchants Refrigerating Company, New York, testified, in response to questions by Mr. Hickey, that during fifty years up to the close of 1930 the cold storage warehousing industry at the Port of New York had placed on the market 33,688,546 cubic feet of refrigerated warehouse space; and that within the past three years the Seaboard Terminal and Refrigerating Company, Newark, affiliated with the Erie Railroad Company, and the Harborside Warehousing Company, a Jersey City firm allegedly a subsidiary of the Pennsylvania Railroad, had added 8,500,000 cubic feet, or 25.2 per cent. Testifying further, Mr. Horne said:

"The percentage of occupancy of the refrigerated space afforded by the public warehouse companies of the Port of New York district ranges from 61 to 82 per cent of the space which was available. That reflects my judgment based on my active contact with the cold storage warehouse business. My judgment is that when the Seaboard and the Harborside warehouses were opened for operation, there was then an unused capacity of at least 30 per cent of the facilities then afforded by the public cold storage warehouses of the Port of New York district, not including the new facilities of the Seaboard and Harborside."

Mr. Hickey inquired regarding current occupancy of refrigerated space, and Mr. Horne said that reports indicated that it was less than 50 per cent, "with unused space of well over 25,000,000 cubic feet capacity" if the latter included the facilities of the railroad warehouses. In Jersey City and Newark alone, he testified, the total cold storage space now available was 9,260,000 cubic feet, the additional facilities placed on the market by Seaboard and Harborside having added 92 per cent to the space in those two cities.

This "over-capacity and keen competition," Mr. Horne continued, had reduced cold storage warehouse rates for handling and storage to sub-normal levels and had decreased percentage occupancy

Warehousing Presents Its Case

ALBERT B. DRAKE, president of the Lehigh Warehouse & Transportation Co., Inc., Newark, was called by Mr. Hickey as the first of warehousing's witnesses. Recalling that Mr. Drake had testified, at the hearings several years ago, to alleged unjust discriminations resulting from railroad practices, Mr. Hickey asked the witness whether such discriminations had been "diminished or corrected" since then. Mr. Drake replied:

"No, the discriminations have not been discontinued and the injurious effects are worse now than the results portrayed in our evidence which was submitted at the former hearings."

Asked regarding "large excess of warehouse space, over capacity" of the Port's merchandise warehouses, Mr. Drake said that the Department of Commerce figures showed approximately 66 per cent occupancy; he added: "I should think that 50 per cent would be a conservative figure, as the Department of Commerce figures are not complete. Several of the ware-

house companies do not turn in reports to the Department."

Mr. Drake said that since 1929 the New York Central, Lackawanna, Lehigh Valley, and Pennsylvania railroads had placed approximately 6,185,000 square feet of merchandise storage space on the market at New York, whereas, since the Civil War, the privately operated merchandise warehousing industry had placed about 20,450,000 square feet on the market. "The new warehouse projects which I mentioned," he testified, "added more than 25 per cent to the warehouse space that had been developed by the public warehousemen during the past seventy years."

"What are the results and effects of this over-capacity?" Mr. Hickey asked.

"Very active and keen competition for warehouse business, cutting rates below cost of service levels, and inability to obtain sufficient warehouse business to pay fixed charges and operating expenses of any large warehouse enterprise," Mr. Drake replied. "In

and reduced revenues of the public warehouses. "The item of reduced occupancy," he testified, "is even more harmful than cut rates, and the two results together mean destruction of the business of the independent warehouses and a continuous loss in our operations."

"In view of the over-capacity of cold storage warehouses as stated in your testimony," Mr. Hickey inquired, "would it have been possible to raise capital to build the new cold storage warehouses of the Seaboard and Harborside companies at the time those warehouses were constructed, in the absence of the use of railroad credit and funds for that purpose?"

"It would not be possible," Mr. Horne replied, "for promoters of such new warehouse enterprises to show a future business or prospective earnings sufficient to persuade bankers or any informed investors that there was a possibility of a fair return on the capital invested in the new warehouse enterprises."

Asked by Mr. Hickey as to whether "the injurious effects" had been "diminished by corrective action taken by the carriers" since the I.C.C. hearings in 1933, Mr. Horne answered "No" and said that railroad-added space had compelled his own company to reduce its capacity by about 1,000,000 cubic feet since 1928.

S. J. Steers, vice-president of North River Stores, Inc., New York, testified at length regarding alleged discrimination against merchandise warehousing as a result of purported practices by the Erie Railroad in connection with three warehouses of Independent Warehouses, Inc. The Erie assumed the expense of trucking freight, carload and less than carload lots, between its stations and these three warehouses under a plan which made these warehouses "inland stations" of the railroad, Mr. Steers told the Examiner, whereas all competing warehouse companies had to bear the costs of trucking freight between their own warehouses and the regular railroad freight stations.

Loans to Railroads

Mr. Hickey called E. F. Morgan to the stand as an expert to testify to the large sums of money which the United States Government had loaned to the trunk lines, and to the general freight rate increases which the I.C.C. had authorized the trunk lines to make. The purpose of this testimony, which was accompanied by voluminous exhibits, was to show that the trunk lines were dissipating their funds, thus impairing their ability to pay the loans; and were, through allegedly unlawful storage and ware-

housing practices, wasting the revenue from the increased rates. In other words, Mr. Hickey sought to show, the privately operated warehouse firms were being subjected to a competition arising not only from *ultra vires* activities by the trunk lines but to unfair competition supported by Government loans and fostered by repeated increases of rates for transportation services.

The next witness was Rodger Walker, representing the trustees of the Bush Terminal Company, New York. He was called by Charles E. Cotterill, attorney for the Port operators who are members of the New York Warehouse, Wharf & Terminal Association.

"Free" and "Bonded"

Mr. Walker testified that, in every physical sense, "free" public warehouses are the same as "bonded," the difference in the terms having to do with protected areas in which, respectively, import goods are placed when not subject to duty or upon which duty has been paid, on the one hand, and goods which are subject to duty but on which duty has not been paid, on the other hand. "Appraisers' stores" were described by Mr. Walker as places where Government appraisals of samples are conducted.

These various definitions were given by Mr. Walker for the purpose of establishing lack of any factual foundation for a distinction of railroad line haul charge on traffic which is truly imported dependent upon the details of land structure out of which it may move by railroad.

The New York waterfront warehouses are urging, among other things, that the railroad practice of limiting the application of the lower import line haul freight rates to goods moving out of railroad warehouses or bonded warehouses or appraisers' stores is an unlawful concession by the railroads to their own warehouse activities.

Mr. Walker further pointed out that lately there had been imposed, by the railroads, a charge of 50 cents a ton for loading and unloading lighters containing *domestic* freight but that the railroads were imposing such charge on *import* freight taken out of "free" commercial warehouses, on the ground that imported goods lose their characteristics of "imports" if stored in free commercial warehouses.

The concluding witness for warehousing was Wilson V. Little, Chicago, general secretary of the American Warehousemen's Association and who was secretary of the now-defunct national Code Au-

thority for the Merchandise Warehousing Trade under NRA.

Mr. Little was called by A. Lane Cricher, Washington attorney for the merchandise division of the A.W.A., not to place the A.W.A. on record one way or the other in the controversy, but to testify regarding public warehousing's accepted standard practices, including those practices having to do with storage-in-transit.

Through Mr. Little's testimony, Mr. Cricher was able for the first time to place in the file of the Interstate Commerce Commission certain documents which have figured importantly in the business activities of the members of the A.W.A. These, formally entered as exhibits, are as follows:

1. (Exhibit A63), the NRA Code of Fair Competition for the Merchandise Warehousing Trade.

2. (Exhibit A64), the "Method for Determining Reasonable Cost in the Merchandise Warehousing Trade" as approved by NRA on Sept. 6, 1934. This is the non-mandatory cost accounting method prepared by the national Code Authority.

3. (Exhibit A65), the text of the Code Authority's notice (of last February 23) announcing its action in approving the lowest reasonable cost of the most efficient and lowest cost operator in the New York locality for storage and handling services.

4. (Exhibit A66), the Code Authority's findings with relation to such services.

5. (Exhibit A67), the report of the Code Authority's committee on ports charges tariffs as submitted at the American's annual meeting, at New Orleans last February, on behalf of Slater C. Blackiston, New York, the committee's chairman. This exhibit includes also the member-discussion which followed the presentation of the report at New Orleans.

A.W.A.'s Position

Mr. Little in his testimony explained in detail the methods followed by warehousemen in arriving at their storage and handling costs, citing all the factors, and expressed his judgment that the cost accounting methods of the railroads, as set forth in exhibits previously introduced, did not assure compensatory charges by the railroads.

No contentious position was taken by the A.W.A. in Mr. Little's testimony; he endeavored only to bring before the Commission at this hearing all of the facts with which the association was familiar and which appeared to be of direct interest to the Commission at this time.

In analyzing storage and handling costs, the method used by the rail carriers in arriving at their figures was discussed in detail. It was pointed out that the railroads had definitely adopted a basis of 100 per cent occupancy for 365 days in the year; that the carriers determined the number of square-feet days of occupancy—that is, the number of square feet actually occupied—and multiplied them by the number of days so occupied; this they divided by a figure representing the total number of revenue-producing square feet multiplied by 365. This ratio was used with the total cost of the revenue-producing space for the year; and hence the unoccupied revenue-producing space for the time it was idle during the year

was not taken into consideration in the carriers' cost data.

It was pointed out by Mr. Little that the revenue-producing space was generally approximately two-thirds of the gross area, and that a public warehouseman considered his business as doing well if two-thirds of this revenue-producing space was occupied throughout the year, on the average.

With the many references throughout the hearing to the Code methods of arriving at cost, to the New York lowest reasonable cost Code rates, and to compensatory warehousing charges, it appeared directly that the evidence presented by the A.W.A.'s merchandise division was of pertinent value to the Commission, giving the full picture of the situation.

road, testified that the Erie showed losses on 90 per cent of its storage-in-transit business in the New York area. This 90 per cent was entirely crude rubber, he said, because all storage business in other commodities had been "driven away" by increasing handling and storage charges in compliance with the I.C.C.'s admonition.

Rates on crude rubber, wood pulp and clay, Mr. Gray continued, had not been increased; had they been raised, he said, the road, to maintain the business, would have had to reduce its line-haul rate and thereby lose considerable revenue. The road actually profits now from the entire transaction, including transportation to Akron, the witness stated, despite losses on storage and handling; the average return is \$260 a car on crude rubber shipped from New York to Akron, about 40 cents a car mile.

Extension of storage-in-transit privileges from one year to two and one-half years on crude rubber was necessary, Mr. Gray said, because of competition from canal boats, which, he declared, provide free winter storage-in-transit and charge only 32 cents a 100 pounds from New York to Akron, compared with the rail rate of 40.

Mr. Gray, it developed, several years ago conducted negotiations, between rail traffic officers and crude rubber representatives, which resulted in an agreement that if the storage and handling charges were not increased, the rubber traffic would be given to the railroads in preference to other means of transportation. It was brought out that this agreement affected such shipments only from New York to Akron.

Thomas W. Hulme, president of the Harborside Warehouse Company, Inc., a Pennsylvania Railroad affiliate in Jersey City, testified that the dry storage area of the building was 46 per cent filled and the cold storage department about one-third occupied. The General Cold Storage Company of New Jersey, which operated the cold storage department from its opening in 1930 until the company was dissolved in June, 1934, did not pay any rental, the witness said.

Questioned regarding rental allowances to other tenants, Mr. Hulme testified: "I think we made some time allowance to let them get settled down. The same thing is done in every office building with regard to rent."

Mr. Hulme said crude rubber was not being stored in the Harborside warehouse because "there was nothing in it."

Charles E. Cotterill, counsel for a Port group of independent warehouses and terminals, engaged in

Railroad Executives Testify

THE first of the railroad witnesses was D. T. Lawrence, chairman of the Trunk Line Association. As reported in the July *Distribution and Warehousing*, Mr. Lawrence conceded that the carriers had not increased rates on crude rubber and wood-pulp and that they had not discontinued the practice of low-rate insurance favoring shippers.

Nat Duke, a former vice-president of the Delaware, Lackawanna and Western Railroad in charge of traffic, testified that the Lackawanna Terminal Warehouses, Inc., Jersey City, was corporately independent of the railroad.

There was placed in the record a letter in which an officer of the warehouse firm reported to Mr. Duke on warehouse business, and William J. Walsh, attorney for the I.C.C., sought to establish that the warehouse company had been so organized as to be free from I.C.C. regulations.

J. E. Elliott, in charge of storage in transit operations of the Lackawanna, admitted that space on the carrier's piers at Hoboken and Jersey City was vacant but said the piers were not used for transit storage. He gave the opinion that the warehouse was used, instead of the vacant pier space, because storage in the former was more economical in the long run.

W. J. Northup, president of Lackawanna Terminal Warehouses, Inc., said his firm charged varying rates for storage and transit facilities. Asked why storage space was sold to one organization for 25 cents a square foot when others

were charged 35 and 40 cents, Mr. Northup said that in the first instance he asked 32 and later 30 cents but that the New York Dock Company offered the same rate and to off-set the handling charge, and in order to get the business he had to drop to 25 cents. The rates charged by the Lackawanna were, he insisted, compensatory as requested by the I.C.C.

Witnesses for the Baltimore & Ohio said that certain of its rates and charges relative to warehousing had not been increased to the point where they were compensatory.

Golder Schumate, vice-president in charge of freight traffic, declared "we could not increase rates without decreasing our revenue."

With regard to insurance of 8 cents for \$100 of value, both Mr. Schumate and Omer S. Lewis, general freight traffic manager, testified they did not consider the rate one for insurance but one for the exemption of liability, and added that competition would not permit them to increase the rate.

Mr. Lewis testified that through the adoption of certain higher rates for storage-in-transit as of June, 1933, the B. & O. had lost nearly all such business on the commodities to which the rate applied. Conceding that the rate on crude rubber had not been raised, he declared that the rate charge was "not fully compensatory but it does more than cover the cost by all the yardsticks by which we measure."

David L. Gray, vice-president in charge of traffic of the Erie Rail-

a verbal tilt with M. B. Pierce, assistant general counsel for the Erie railroad, which several years ago was fined for violation of the Elkins Act.

"I think if I had been more on the job," Mr. Cotterill said, "there would have been more indictments. I am beginning to think my duty would command that I should be a little more stringent in my attitude toward some of these practices."

Mr. Cotterill sought to show that the leasing of pier space by the Erie to certain flour companies and dealers for storage was done at rates which brought costs under those provided by tariffs for storage-in-transit.

The I.C.C. Counsel, Mr. Walsh, asked Hudson J. Bordwell, Erie's general manager for Buffalo and Eastern territory, whether, of his own volition, he had attempted to correct any of the abuses outlined by the I.C.C. in its report in 1932 on rail warehousing and storage practices at New York.

"No, sir," replied Mr. Bordwell.

Mr. Pierce objected unsuccessfully against the naming of Erie pier lessees.

"Since when did railroad service become secret service?" asked Mr. Hickey, counsel for the Warehousemen's Protective Committee.

"Well," responded Mr. Pierce, "not being familiar with secret service, I cannot say."

Mr. Bordwell testified that the Pillsbury Flour Company leased 5000 square feet of space on an Erie pier at Weehawken, N. J., for which it pays an annual rental of 21 cents a square foot; that the Raymond Hadley Corporation pays 27 cents a square foot on an area of 450 square feet at a nearby pier; and that the Washburn-Crosby Company leases 2500 square feet on another Weehawken pier, the rental not being given.

Oscar A. Frausom, superintendent of lighterage for the Erie, testified that the Erie still had about \$150,000 of fire insurance outstanding, for which it charged a rate of 8 cents for \$100 of value.

Conceding that a majority of the Harborside Warehouse Company's management consisted of Pennsylvania railroad officers, counsel for the railroad denied that the carrier operated the Harborside, which owns a building described as "larger than the Empire State Building."

George L. Morrison, vice-president in charge of Harborside's operations, testified that the president of his company was Thomas W. Hulme, vice-president of the Pennsylvania railroad in charge of real estate.

Under examination by Mr.

Walsh, Mr. Morrison admitted that most of his fellow officers were Pennsylvania officials and that the Pennsylvania had lent Harborside \$50,000 for purchase of equipment.

"I certainly insist that it is not a Pennsylvania Railroad-operated warehouse," Guernsey Orcutt, assistant general counsel of Pennsylvania, declared.

Mr. Morrison said Harborside received less business from the Pennsylvania than an independent warehouse might expect and expressed the hope that the Pennsylvania would "hustle" some business, but insisted that the warehouse "is my baby."

Fifty per cent of the 1,750,000 square feet of floor space in Harborside's dry storage unit is occupied, according to Mr. Morrison, who said that a rental of 75 cents a square foot a year is necessary to compensate the warehouse company. He emphasized that in renting space he insisted on rentals which were compensatory.

Attorney Walsh for the I.C.C. sought to show that shipments of flour had been permitted to lie in unleased transit-storage space for more than the 10-day free storage period, without storage charges, at Pennsylvania railroad piers.

C. J. Brister, vice-president in charge of freight traffic for the New York Central Railroad, announced cancellation of one of the terminal storage contracts into which I.C.C. is inquiring.

The lease was between the New York Central and the United Flour Trucking Corporation and covered storage at Port Morris, 149th St. and the East River. The agreement, which permitted the trucking concern to store flour in cars at the terminal without payment of demurrage, was to be ended on August 1, Mr. Brister disclosed.

A Bit of Irony

G. E. Gelatt, traffic manager of the New York Central, said the latter made an agreement with the other lines serving New York to refrain from such practices but that the Lehigh Valley and then the Erie broke the agreement, forcing competitors to follow. Mr. Gelatt said his company sought unsuccessfully to renew the agreement on June 12, which was twelve days before the current hearing began.

"Did you make this attempt because these hearings were pending?" Mr. Walsh asked.

"Well, nothing was said about the hearings," said Mr. Gelatt.

"I am sorry the record can't catch the inflection of your voice," Mr. Walsh commented.

Mr. Brister was asked whether he considered agreements between

the railroads more important than the I.C.C. regulations.

"I have the greatest respect for the Commission," replied Mr. Brister, "but at times we have an honest difference of opinion over the construction to be placed on the regulations."

Mr. Hickey asked Mr. Brister whether the New York Central contemplated building more warehouses to lease to shippers. Mr. Brister replied that he knew of no such plans.

Walter W. McCourtrey, traffic manager of the Boston Port Authority, informed the Commission that other Atlantic seaports strongly protested the action of New York carriers in supplying free pier space for storage to shippers in the New York Port.

Acquisition by the Lehigh Valley railroad of an unprofitable commercial structure to protect a freight yard and adjoining property was described by Clayton E. Hildum, Lehigh Valley's executive vice-president.

Mr. Hildum testified that arrears for rentals owed for space in the railroad's Starrett-Lehigh Building, on West 26th Street, New York, amounted to \$128,000 on April 30.

Ralph B. Sturm, a special agent of the I.C.C., introduced an exhibit showing that the building lost \$304,254 in 1933, \$200,663 in 1934, and \$58,030 in the first four months of 1935, all before depreciation.

The structure was taken over, Mr. Hildum explained, because the railroad desired not to lose the land or the business provided by tenants; it was believed, he said, that it might become an "incubator for traffic for the Lehigh Valley." The greatest factor, he declared, was the preserving of the freight yard there, owned by the Lehigh Valley.

In setting rentals, Mr. Hildum said, the company obtained "what the traffic will bear," adding that "every deal is a horse trade not only with our warehouse but with every warehouse." Free rental for as long as a year had been granted, he said, while alterations to suit the needs of tenants usually had been made at the company's expense.

Richard W. Barrett, vice-president and general counsel of the Lehigh Valley, insisted that the Starrett-Lehigh Building was a "beautiful industrial building and not a warehouse."

Rates for storage-in-transit for crude rubber were not increased by the Lehigh Valley in compliance with the I.C.C.'s recommendation that they be made compensatory, according to Albert C.

(Concluded on page 13)

Diversey Corporation
Is Building

FLEXIBILITY IN DISTRIBUTION SPOT STOCKS IN 36 WAREHOUSES

*This is the third of a series of articles
about traffic managers on the job*

THE problem of the Diversey Corporation, Chicago, Illinois, manufacturers of "Diversol," a disinfectant, cleanser and deodorant used by food manufacturers, cold storage warehouses, etc., was to find a method of nation-wide distribution, for its forty products, such as would assure quick delivery and twenty-four hour service from any industrial center in the United States.

At the start, twelve years ago, the company shipped all orders direct from the factory in Chicago and from two key warehouses, one in New York City and the other in San Francisco. Sufficient stock was carried in the two warehouses to take care of immediate territory requirements. The bulk of orders was shipped direct from the Chicago factory.

As the volume of business increased, the traffic department was expanded, and E. L. Kibling was added to the official family as traffic manager in charge of distribution problems. He is a youthful

executive thoroughly trained in traffic intricacies. As a matter of fact the entire official family are rather young men, full of aggressive ideas and thoroughly alive to the necessity for getting their products to the customer in the quickest possible time after the salesman has obtained his signature to an order.

The products of the Diversey Corporation are of the non-perishable type and are sold and shipped in sealed containers in unbroken case lots. With this base to work on, it was evident that warehousing problems could be reduced to a minimum, involving merely the shipping of car lots to strategically located trans-shipping points, and the reshipping to customers in the original packages.

Starting from this foundation involving the commodity itself, Mr. Kibling and the official family decided to make use of the facilities provided by bonded warehouses in important commercial centers in the country. The services of a

chain warehousing organization* was retained, with the result that a stock of sufficient size to take care of each territory's requirements was stored in each of nearly forty large key cities.

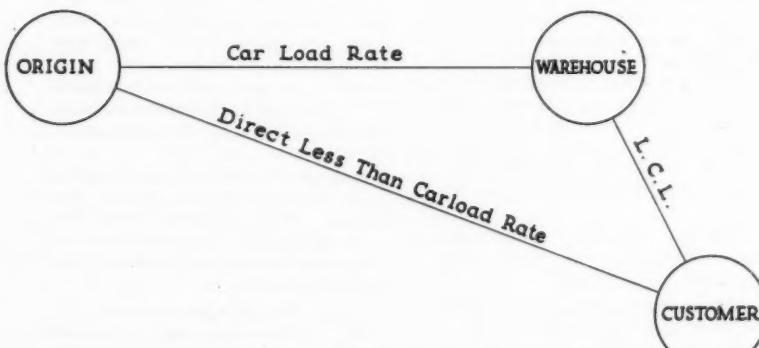
These warehouses are so located that twenty-four-hour delivery service is guaranteed every customer wherever located. This is a feat which had been impossible of accomplishment under the old method of shipping direct from the factory or from one of the two original coastal branches.

SALESMEN'S orders, in most instances, are sent direct to the warehouse supplying their territory, in order to speed up delivery. It is done in this way:

The original customer's signed order is mailed to the home office in Chicago. At the same time the salesman makes out a warehouse withdrawal order in triplicate, two copies of which he mails direct to the warehouse, which prepares the bill of lading and makes the shipment to the customer, without waiting for confirmation from Chicago. The other copy is attached to the salesman's order. The warehouses are provided with an approved customers' list. The warehouses are authorized to fill orders from customers listed without the formality of confirmation from the Chicago office. All salesmen's orders are released by the warehouses whether on the approved list or not.

The entire system of accounting and recording orders transmitted to and reshipped from warehouses is very simple, involving the use of only a few printed forms. The

*The American Chain of Warehouses.



It is Diversey's experience that the carload rate from the Chicago factory to a warehouse where a stock is spotted, plus the charges of the warehouseman, plus the less-than-carload rate from warehouse to customer, is generally lower than the direct less-than-carload rate from the factory to the customer.

WITH

By Don H. Wimmer

principal of these is the triplicate salesmen's order; and the warehouse withdrawal order, also in triplicate. Wherever warehouse forms conform to the company's standard forms, they are used. Otherwise forms are supplied to conform with the company's accounting system.

THE Diversey Corporation sell its products direct to the ultimate consumer—usually manufacturers and producers of foods and dairy products — thereby obviating the use of middlemen. This set-up naturally calls for a widespread distribution system of flexible type. It was evident from

ORDER ON WAREHOUSE

Warehouse _____ Date _____
Street Address _____ City _____ State _____
Please ship the following from our stock:

On _____ Via _____
Carrying charges to be Prepaid
or Collect
or ship C. O. D. and collect \$_____
Customer _____
Street Address _____
City & State _____
on Customer's Order No. _____
From Lot No. _____
Please forward delivery ticket or Bill of Lading Promptly to
THE DIVERSEY CORPORATION
53 West Jackson Blvd.,
Chicago, Ill.

the beginning that warehousing facilities was the only alternative from establishing costly branch houses or company-owned terminal warehouses.

With a country-wide business steadily growing in volume, the company was faced with this alternative some five or six years ago. As a matter of first cost of distribution it was economical to ship direct from the factory in Chicago. As the business grew, however, and speed in filling orders became increasingly necessary and imperative to overcome intensive

competition, it was apparent that some method of storage in sales zones would facilitate fast shipment of orders.

The storage of stocks in bonded warehouses was the answer to the perplexing problem. It is true that this involved the added cost of transshipment from the warehouses after delivery to them in car lots, to which was added the cost of storage, which in the case of the Diversey Corporation is based on number of packages stored; plus the expense of filling out bills of lading and rehandling



Map showing cities where Diversey places stocks in public storage.

for shipment to customers. In the majority of cases, however, this added cost does not amount to as much as though individual shipments were shipped direct to the customer from the factory at less than carload rate. In a few isolated cases where regular package cars are run between certain cities on regular schedule a slight difference may be noted.

The cost of shipping, as a whole, including warehousing costs, has been found to be satisfactory in view of the speed of delivery achieved by having stocks located within short-haul distance of customers.

The nature of the business of the Diversey Corporation precludes the economical use of company-owned branch houses with their fixed and inflexible overhead cost regardless of the volume of business during the year. The use of bonded merchandising warehouse facilities offered a storage and shipping service which met the rigid requirements of the company.

This method of distribution has been found to be so satisfactory that the Diversey Corporation is gradually expanding the number of warehouses used. On the whole, the company has been well satisfied with the type of service rendered by the individual warehouse units, and can see little room for improvement.

THE principal products of the Diversey Corporation are Diversol; Diversey Protex Metallum; Diversey White Flakes; Diversey Relion; Diversey Silico; Diversey Ampolite, and Diversey Circle B. These products are packed and

shipped in barrels, kegs and drums, making warehousing, trucking and shipping an easy matter.

The officers of the company are H. W. Kochs, president; Louis Shere, vice-president; W. D. Kennedy, secretary-treasurer; O. E. Soderberg, assistant secretary, and E. L. Kibling, traffic manager.

The Diversey Corporation was first started purely as a local enterprise supplying only the immediate Chicago home territory. The products of the company were so well and enthusiastically received by manufacturers and warehousers of food and dairy products which demanded a deodorant that really did good job of deodorizing, that Mr. Kochs soon realized that his company possessed a commodity with a nation-wide use. It was at this time that the two costal terminal warehousing contracts were consummated.

It was not long after this that it became apparent that as heavy a product as barrels and kegs of the Diversey products not only accumulated a somewhat topheavy freight charge in less than carload shipments to customers at destinations several hundred miles from terminals, but also required too much transportation time. These two considerations both entered strongly into the picture of local and national competition, which was a hard handicap for field salesmen to overcome.

It was at this stage of the business that the wisdom and service of a nationally known chain system of merchandising warehouses was consulted and immediately retained to aid in providing a system

of zone storage and trans-shipping service which dovetailed smoothly with the company's national sales system.

As both direct salesmen and direct mail advertising are used to promote sales direct to the consumer, the zone system of bonded warehousing proved doubly valuable inasmuch as all orders, whether secured by salesmen or by mail, are sent to and shipped direct from the zone warehouse nearest the origin of the order, assuring prompt and low cost shipment to the customer.

ALL warehouse accounting is done in the Chicago office, as the nature of the commodity, in large containers and consisting of a comparatively small number of different items, makes the problem of the invoicing of stocks on hand at the different warehouses practically automatic: easily checked by checking withdrawals against shipments from factory to warehouse.

The Diversey Corporation, according to Kochs, has developed a promising export business handled from the New York, San Francisco and Seattle warehouses. These terminals each carries a much larger stock than the average throughout the country, thereby entailing larger carlot shipments from factory to warehouse with consequently lower freight rates and handling charges per shipment. Large export orders are shipped direct to the warehouses from the factory. The cargo is then loaded from the warehouses onto ships.

Illinois Enacts a Warehousing Law Based on Best Features of the Statutes of Other States

A COMPLETE new warehouse law for Illinois, known as General Order No. 139, became effective on July 1. It repeals all previous warehouse regulatory laws relating to the storage for compensation of personal property, with the exception of the Act of July 1, 1917, providing for the regulation of storage of certain articles of food in cold storage warehouses; and the uniform warehouse receipts law, which remains unchanged as passed July 1, 1907, and is retained as a part of the general order.

The Illinois Commerce Commission spent a year and a half study-

ing the laws of all of the other States, and the new Act is the result of the selection of the best features of all of the State warehousing laws now in force. The Commission is quite proud of its work and regards the Act as a model for other States interested in affording the public the most protection from unscrupulous warehouse organizations.

While the basic features of the new Act are similar in many ways to the old ones, the regulations have been strengthened and clarified in many respects, and provide for an increase in license fees to \$50 a year.

Applicants under the new law may file either a regular surety bond or legal liability policy. The amount of the bond ranges from \$5,000 for less than 20,000 net square feet of floor space devoted to storage of personal property, to \$25,000 for 300,000 square feet of floor space, and \$5,000 for each additional 100,000 net square feet.

Signs with lettering approximately three inches high are required to be painted or placed on the front window or door of the warehouse and in a conspicuous place on all vans, trucks and other vehicles used by the warehouse in

(Concluded on page 43)

Railroads Have Not Heeded I.C.C. Admonitions

(Concluded from page 9)

McIntyre, the railroad's assistant freight traffic manager, who explained that competition would not permit an increase in storage rates. Furthermore, he testified, it would be in violation of gentlemen's agreement made several years ago by the trunk lines with the Firestone, Goodrich and Goodyear companies for shipping crude rubber to Akron. In the extension of periods of storage-in-transit on crude rubber, Mr. McIntyre said, four years had been the maximum allowance.

Philip D. Jonas, assistant controller of the Delaware, Lackawanna & Western, testified regarding the operation of the warehouse of the Lackawanna Terminal

Warehouses, Inc., a Jersey City subsidiary, from April, 1930, to last May 31. He explained that book loss of \$1,391,170 sustained by the railroad was not an actual loss but "an amount indicating loss of return on the railroad's investment and depreciation." Actually, he said, the warehouse shows a profit before reductions for interest and depreciation.

From October 1, 1934, to May 31 last, according to Mr. Jonas, operations of the warehouse resulted in a profit of \$12,507 after all reductions, including rentals paid to the road. This, however, does not include several month's rent at about \$8,000 a month still owing road from warehouse.

put up and which were shown to be a burden to them; that they had not lived up to tariffs on rentals of space; that such rentals in freight stations were to hold shipments to the rails by giving facilities that produced a preference; and that freight had been held in cars beyond the prescribed time without charge.

Vice-presidents, general managers, traffic managers and others did their best to show "competition required it!" One railroad stated that it made money on storing and shipping rubber to Akron, when the figures were combined. The figures given showed that while the rate from New York to Akron on 60,000 pounds of crude rubber was 40¢ per 100 pounds, after deducting the storage costs, it was equivalent to receiving 20¢ per 100 pounds for the line haul, or in other words, reducing the rate by 50%. It was also stated that the average line haul expense for that railroad in 1934 was 16.6¢ per car-mile. As 20¢ per 100 pounds produces 19.5¢ per car-mile, the net revenue from operation would be about 3¢ per car-mile. The statement was made at the hearing that the testimony of the carriers seemed to invite a reparation case by consignees who did not require the expensive in-transit storage service.

The railroads have always said they were not producers of traffic—that they were merely barometers of the communities they served. Has this condition changed? Are the railroads affecting the movement of freight to-day? At least some things they do have a tendency to injure certain localities. Take the case of unboxed automobiles shipped from Detroit to New Orleans or New York, for export, and it is astounding to find the rate to New Orleans 17¢ per 100 lower than the rate to New York, although the distance is over 500 miles greater!

It is time that some system of rate-making be devised that can be a reliable yardstick, so that fair treatment may be accorded to all, and so that the methods used may be understood by others than rate experts and legal wizards!

It is necessary to have the great railroads of the country successful—earning good returns, and thereby able to expand in a service which is ever more exacting as the time goes on. If such service by its reliability—by the fairness of its rate structure—inspires the confidence of the shipping public, the railroads will continue to be an important factor in the industrial development of this country.

Some of the Highlights as Interpreted

By a Port Warehouseman

THROUGH the able attorney for the Commission, William J. Walsh, some of the practices of the carriers were made to stand out like the proverbial sore thumb. At one time during the hearing it was shown that consignees of flour in various parts of the Port, leasing freight station space to save the storage expense that would otherwise accrue, were receiving more facilities than were paid for. One witness, in admitting these facts, remarked that "one such blunder resulted in an indictment by the Commission." The general counsel for the line remarked, "Yes, it cost us \$10,000, and we had to borrow the money from the Government to pay the fine!"

The meat of the storage case was that the Commission had found the rail carriers publishing storage rates below the costs of the services, and of expending large sums in providing warehouses, competing with private industry, for the express purpose of inducing freight shipments to their lines. Such practices appeared to violate the Interstate Commerce Act, which plainly forbids preferences to particular shipments and particular shippers. The present hearing was to check up to see "what the carriers had done about it." Actually it was to show that they had not carried out the terms of the decision.

One witness stated that "our legal department told us we did not

have to stop insuring storage freight at the tariff rate of 8¢ per \$100 per year", even though it had been shown that some storage buildings carried a rate of more than one dollar per \$100. The real reason, however, was the other carriers were giving the low insurance rate, and competition required it.

After the 1933 hearings the carriers, in concert, which is the usual method of procedure, increased the storage rates on most commodities, making two classes which divided at the 24,000 pound carload minimum. Freight with a minimum carload of 24,000 pounds and higher took one rate, and that with a lower carload minimum a higher storage rate. These charges were fair from the general standpoint of public warehousemen, although not a scientific method of making such rates. It was realized that, to expect the railroads to make rates for each commodity, would impose a hardship upon them. Public warehousemen have rules and schedules which permit them to make storage rates that will bring a known return per square foot on the space used. They did not want the job of educating the railroads.

The deficiency of the railroads in this recent hearing was that they had not increased storage rates on crude rubber, woodpulp and bulk clay; that they had not changed their relationship with the large warehouse buildings they had

The Traffic Manager Can

AVOID GUESS WORK WHEN SALES AREAS FOR

THE most common error in laying out sales zones is that of grabbing an atlas and following the population. For the first three cities—New York, Chicago and Philadelphia—this happens to be safe; these three so far outstrip all other metropolitan centers as markets that an error is not possible. Even to proceed to the next two in population, Detroit and Los Angeles, may not be sadly wrong. But beyond these five such a plan would miss half a dozen of the best markets, in setting up a dozen or twenty selling zones, and at the same time be spending time and money in another half dozen centers where the possible volume is less than at some cities overlooked.

Experienced sales and traffic managers know the fallacy of merely following population. Yet to do so is so simple that many distributing concerns adopt the Federal Census as sole guide and let it go at that.

Any marketing "plan" based entirely on population figures is foredoomed to disappointment. A schoolboy knows that population in the South is no index to buying power; that Chicago and Washington are much unlike in the goods they consume, not to mention the average income per family of their colored people. Actually the quan-

tity of goods sold in a market hangs on more factors than the single one of number of people. Population, it is always true, is one important element; the amount of money people have to spend (their earnings) is another; the number of places they have to spend it in (number of retail stores, etc.) is yet another.

Population must ever remain as a leading guide; but, as we have indicated, the Census must be accepted with caution. A distributor of goods is looking to sales. He is not a statistician whose chief concern is nice columns of figures!

Even with the first ten cities, discrepancies are sufficient to make a manager pause. The rank of these ten, first as Census cities, second as centers of actual buying population (known as the "metropolitan district") are as follows:

City	As a Population	City in Metropolitan Market
New York.....	1	1
Chicago.....	2	2
Philadelphia.....	3	3
Detroit.....	4	6
Los Angeles.....	5	4
Cleveland.....	6	10
St. Louis.....	7	8
Baltimore.....	8	12
Boston.....	9	5
Pittsburgh.....	10	7

Only with the three largest is the ranking of the city the same as that as a marketing zone. For Boston the difference of importance is striking; it ranks ninth as a city

but fifth as a market. Pittsburgh, tenth as a city, is seventh as a metropolitan market.

When twenty cities, rather than the first ten, are considered, the differences become more marked. It quickly becomes clear that Census figures are a misleading guide to judge markets.

For a food or drug article, density of population often becomes important to know. Such goods sell somewhat in ratio to number of people within a given distance of a retail outlet. To indicate the wide diversity in density of population within our cities, we have prepared the accompanying Table II.

If our cities had never altered their boundaries, figures of population would have more meaning. But, in the mad rush to rank high in population, cities have not waited for people to come. They have by politician maneuvering increased "population" as recorded by the Census by "annexing" neighbors which formerly were counted as communities of themselves.

New York, in 1898, at the time the first subways were in prospect, "consolidated" Brooklyn, a chunk of Long Island under the name of Borough of Queens, Staten Island, and some smaller areas. Thus 256 square miles were added to the old City of New York. Ten years later

TABLE I
Number of Incorporated Places of Specified Size within the "Metropolitan District" of a Few Cities, as
Published by the Bureau of the Census

Size of place	New York	Pitts- burgh	Chi- cago	Phi- la- delphia	Bos- ton	Los Angeles	St. Louis	Cin- ci- nati	Detroit	Clev- eland	San Francisco
Less than 2,500.....	112	57	59	43	10	10	27	23	13	24	14
2,500 to 5,000.....	49	26	16	25	14	13	4	9	11	5	6
5,000 to 10,000.....	49	23	15	14	17	13	8	7	6	4	8
10,000 to 50,000.....	48	27	18	7	30	16	7	3	8	5	7
50,000 to 100,000.....	8	1	5	1	5	2	1	1	4	2	1
100,000 and more.....	6	1	2	2	4	2	1	1	1	1	1
Total	272	135	115	92	80	56	48	44	43	41	38

By H. A. HARING

N MAPPING THOSE R DISTRIBUTION

Only most careful planning will
meet today's marketing problem

Pittsburgh annexed Allegheny, but produced such dissatisfaction that few politicians have since dared to suggest a repetition of the performance. Cleveland and Los Angeles annexed one community after another, in a fight for leadership in population—only to have Detroit edge into fourth rank by adopting the same tactics.

This tendency has slowed down. It thrived during the days of the trolley car, because transportation and city limits had some reason for being identical. It is no longer practicable over the wide areas of automobile travel and paved roads. The motor truck has upset the Census in planning distribution for 1935.

Mere population of a city, therefore, is a weak measure of it as a market for goods. The traffic manager who picks out the largest twenty cities, as reported by the Census, for his focal points of distribution, would be foolish.

To illustrate what this artificial "population" trick has done to our cities, Table I has been arranged for 11 cities, it being of course based on the Federal Census and not the many "local censuses" of the individual cities (always grossly exaggerated in favor of themselves). And, looking into the details behind this Table I of incorporated places within the metropolitan districts, we find such interesting facts as:

Within the New York metropolitan district the 6 "places" with "100,000 and over" of population are New York City itself; Yonkers; and, in New Jersey, Elizabeth, Jersey City, Newark and Paterson. Within the Chicago district, Gary and Chicago are the 2 with "100,000 and over," while the 5 of "50,000 to 100,000" are Cicero, Evanston and Oak Park in

Illinois, with East Chicago and Hammond in Indiana's northwest corner.

For the Boston district, the 4 of "100,000 and over" are Boston, Cambridge, Lynn and Somerville. The 5 of "50,000 to 100,000" are Brockton, Malden, Medford, Newton and Quincy.

The Census lists 96 "metropolitan districts" of 100,000 population and more. These are in our Table III. The Federal Bureau also has prepared a tabulation of the "metropolitan markets" of which the first 93, in order of rank, are shown in Table IV. Ever so hasty a comparison of these two Tables will show, on a larger scale, what has already been proven for the first ten cities; namely, Census population is not identical with market population.

But, although population is the weightiest single element in planning a marketing scheme, it is not the only thing to consider. "Population," like a vote at election time, counts a man as a unit. A sales

campaign cares little about "men" but values highly a "buyer" of the company's goods — be he man, woman or child, or a business house.

The identification of "metropolitan markets" as shown in Table IV is a new venture by the Census Bureau. They appeared for the first time in the 1930 census-taking. The effort to define "markets" was a result of a far-reaching demand initiated in 1927 by the national Chamber of Commerce; and, after prolonged study by hundreds of distributors, the plan was recommended to the Bureau. The Chamber, after taking "trial censuses" in Baltimore and Louisville, compiled a list of "factors" to be used in defining a "market" in addition of course to the primary element of population.

These factors included: telephone service, electric power service, retail-store delivery, commuting service, water service, gas service, newspaper delivery service, mail delivery, switching limits, sewer ser-

TABLE II City Areas and Population Density				
City	Rank in Population	Rank in Areas	Density of Population: Number of People per Sq. Mi.	Rank in Population Density
New York.....	1	2	23,179	2
Chicago.....	2	3	16,728	5
Philadelphia.....	3	6	15,242	10
Detroit.....	4	5	11,375	22
Los Angeles.....	5	1	2,812	84
Cleveland.....	6	11	12,725	18
St. Louis.....	7	16	13,475	16
Baltimore.....	8	8	10,225	25
Boston.....	9	30	17,795	4
Pittsburgh.....	10	25	13,057	17
New Orleans.....	..	4
San Diego.....	..	7
Houston.....	..	9
Cincinnati.....	..	10
Jersey City.....	24,363	1
Newark.....	18,767	2
Cambridge, Mass.....	17,377	5
Paterson, N. J.....	17,185	6
Trenton.....	17,062	7
Camden.....	15,416	9

This Table covers the first 10 in rank for each grouping: population, area and density.

TABLE IV
The 93 Metropolitan Markets

Rank in Population	Rank in Population
1 New York	48 Fort Worth
2 Chicago	49 New Haven
3 Philadelphia	50 Flint
4 Detroit	51 Nashville
5 Los Angeles	52 Springfield, Mass.
6 Cleveland	53 San Diego
7 St. Louis	54 Bridgeport
8 Baltimore	55 Scranton
9 Boston	56 Des Moines
10 Pittsburgh	57 Long Beach, Cal.
11 San Francisco	58 Tulsa
12 Milwaukee	59 Salt Lake City
13 Buffalo	60 Paterson
14 Washington	61 Yonkers
15 Minneapolis	62 Norfolk
16 New Orleans	63 Jacksonville
17 Cincinnati	64 Albany
18 Newark	65 Trenton
19 Kansas City, Mo.	66 Kansas City, Kan.
20 Seattle	67 Chattanooga
21 Indianapolis	68 Camden
22 Rochester, N. Y.	69 Erie
23 Jersey City	70 Spokane
24 Louisville	71 Fall River
25 Portland, Ore.	72 Fort Wayne
26 Houston	73 Elizabeth, N. J.
27 Toledo	74 Cambridge, Mass.
28 Columbus	75 New Bedford
29 Denver	76 Reading
30 Oakland	77 Wichita
31 St. Paul	78 Miami
32 Atlanta	79 Tacoma
33 Dallas	80 Wilmington, Del.
34 Birmingham	81 Knoxville
35 Akron	82 Peoria
36 Memphis	83 Canton
37 Providence	84 South Bend
38 San Antonio	85 Somerville, N. J.
39 Omaha	86 El Paso
40 Syracuse	87 Lynn
41 Dayton	88 Evansville
42 Worcester	89 Utica
43 Oklahoma City	90 Duluth
44 Richmond	91 Tampa
45 Youngstown	92 Gary
46 Grand Rapids	93 Lowell
47 Hartford	

vice, residential membership in social and athletic clubs, operation of local real estate companies, and soliciting and collecting routes.

Even more attention has been given of recent years to delineation of a city's marketing territory than to demarcation of intermediate metropolitan area. Newspapers and advertising agencies have mapped large trade areas. Large-scale business concerns, seeking to reach the national market in the most economical manner, have provided the incentive for research in this subject. Newspapers and advertising agencies, in their effort to convince prospective clients of the value and scope of their circulations, have prepared trade-area maps of cities which show the scope of local marketing territory as determined by the comparative accessibility to the primary market center in question.

In mapping city trade areas, general practice is to begin with the city as a focal point of activity and to determine the outer margins of its marketing territory on the basis of actual sales experience and practice. Costs of transportation between the various outlying points and the city's center are usually

used as factors in determining where the boundary line should be drawn between competing centers. Such boundary lines obviously are mobile, varying with changes in transportation facilities and with differentials in prices as between competing markets.

Until recently population was a safer guide than today. The reason is well known: the motor car has tremendously extended the marketing area of a city. It has broken down the isolation of what once we called "country towns" so that 30 miles is no longer a barrier to trade. In the days of a horse, that was about the limit of a day's drive. For that reason county seats throughout most of the United States are approximately 30 miles apart—so that no resident would be more than 15 miles from the court house and tax-paying office. Thus he could make the round trip in a day.

For 35 years, now, the motor vehicle has exerted a profound influence on our cities. The automobile has become an important, indeed an essential, part of every urban activity, social as well as commercial. Today so much of the distributive operation of a city is

predicated upon motor vehicles that few large communities could continue their present scale of business without the motor car.

Trade areas originally followed the rivers; then the railroads broke up the old mapping. The earlier railroads ran east and west; the north and south lines developed later. The motor car cares nothing for flow of stream or contour of lake; it pays to heed no a mountain or to any other physical features which so largely controlled railroad routes. The motor car moves, over modern highways, in any direction.

Trade areas around a city have ceased to contain " hinterlands." A marketing zone is now compact, with highways radiating in all directions. It tends to become a circle in shape. Each "metropolitan market" has, in this manner, come into a more complete possession of the area and region which it dominates.

The marketing zone of today is the direct result of motor car transportation. Railroad and telegraph are primarily long-distance contacts. Motor car and telephone are chiefly used within the orbit of daily local relations. The radio and the airplane, which are initiating another revolution in the field of distance contacts, may bring deep changes of which we are not yet aware.

It is well to remember, in marketing, that the prevailing mode of transportation for people and for goods has always determined the boundaries of a city's trading area.

The distributor has not the slightest interest in the legal definition of boundaries of the city. He cares not a fig what address his invoice carries. He thinks only of the zone most economically covered from the city as a marketing center. The marketing zone, for him, is not statistics, nor is it voting strength next November. It is trade.

There is so much overlapping of wholesale markets that it is impossible to establish a single zone or line around a city that will adequately define or circumscribe all its wholesale activities. Trades differ greatly. A general conception, however, may be obtained of the most concentrated part of a city's wholesale market territory by noting the local area covered by the trucks of that city's warehouses, and particularly those of chain stores.

The truck is primarily a short-

haul agency. To the extent that the truck is used as a conveyor of local freight, the radius of its operations may be taken as a measure of the local marketing area. It has become a common practice for chains and similar organizations to have their merchandise shipped in carloads from factory to regional warehousing centers, whence it is trucked to retailing outlets of surrounding territory. Many national chains map their trucking routes for each of their warehousing centers. The territory covered from a given center, other things equal, seems to be limited by the distance a truck can deliver its load and return to headquarters within a single working day. From Chicago, for instance, one trucking concern offers a daily delivery to retailers in 125 cities and towns on 8 routes within a radius of 30 or 40 miles. Its delivery zones are limited by the distance a driver can cover and still get back to Chicago headquarters within a normal working day.

Beyond the daily trucking radius, as thus indicated, the large city extends its wholesaling by means of overnight rail and truck shipments.

This development has become quite pronounced in recent years. It represents an accommodation to the demand for speedy delivery. By overnight shipment of freight, the city is able to maintain contact with communities located far beyond local trucking radii. But in this wider territory contact is for the most part intercity in character. Merchandise is shipped in bulk to central points and broken into smaller lots for transshipment to local trade. The outer limits of these secondary wholesaling regions are determined not merely by the factor of time and cost of transportation but also by the city's relative strength in intercity competition.

As soon as delivery truck goes farther from the center than it can return by night, service becomes uneconomical. Cost of night driving, liability to accident when men are too long on the road, high cost of keeping men out overnight, and higher insurance premiums—to name but a few items of expense—soon add to the cost of what, otherwise, is an economical delivery.

Our largest distributors, those nationally established with ample funds for studies and experiments, make elaborate investigation before mapping a marketing zone. But,

TABLE III
The Metropolitan Districts

According to the Census Bureau the country has 96 "Metropolitan Districts" of 100,000 population and more. Arranged in alphabetical order, these are:

Akron	Miami
Albany-Schenectady-Troy	Milwaukee
Allentown-Bethlehem-Easton	Minneapolis-St. Paul
Altoona	Nashville
Atlanta	New Haven
Atlantic City	New Orleans
Baltimore	New York-Northeastern New Jersey
Binghamton	Norfolk-Portsmouth-Newport News
Birmingham	Oklahoma City
Boston	Omaha, Neb.-Council Bluffs, Ia.
Bridgeport	Peoria
Buffalo-Niagara	Philadelphia
Canton	Pittsburgh
Charleston, W. Va.	Portland, Ore.
Chattanooga	Providence-Fall River-New Bedford
Chicago	Racine-Kenosha
Cincinnati	Reading
Cleveland	Richmond
Columbus	Roanoke
Dallas	Rochester, N. Y.
Davenport	Rockford
Dayton	Sacramento
Denver	St. Louis
Des Moines	Salt Lake City
Detroit	San Antonio
Duluth	San Diego
El Paso	San Francisco-Oakland
Erie	San Jose
Evansville	Savannah
Flint	Scranton-Wilkes-Barre
Fort Wayne	Seattle
Fort Worth	South Bend
Grand Rapids	Spokane
Harrisburg	Springfield-Holyoke, Mass.
Hartford	Syracuse
Houston	Tacoma
Huntington, W. Va.-Ashland, Ky.	Tampa-St. Petersburg
Indianapolis	Toledo
Jacksonville	Trenton
Johnstown, Pa.	Tulsa
Kansas City, Kan.-Mo.	Utica
Knoxville	Washington, D. C.
Lancaster	Waterbury, Conn.
Little Rock	Wheeling
Los Angeles	Wichita
Louisville	Wilmington, Del.
Lowell-Lawrence, Mass.	Worcester
Memphis	Youngstown

having spent money and time such as a small competitor could not think of laying out, they make their findings easy for another to follow. Not that they publish them or even that they will reply to a letter inquiring as to their methods. Far from it. They usually make a great "secret" of the whole matter.

But, like most trade secrets, it is impossible to hide facts. If you are traffic manager of a food product you can readily determine how many branch agencies General Foods is maintaining, or Standard Brands, or National Biscuit. If you make tires or shoes you can do the same for Firestone or International Shoe or Endicott-Johnson. There is no secrecy about number and location of their branches: usually they print lists in their advertisements. Having once mapped out their central cities, a little observation at each locality will tell how far out each salesman goes, how many spot stocks the company carries and where, and how long a radius they try to cover from each stock for daily deliveries, two or three a week, weekly, and so on.

It is impossible for a distributor to cover his tracks so cleverly that a competitor cannot read the whole story. Nor is detective-like skill required. The facts are plainly in sight, for any one who wishes to see.

Within the past month it has been possible for me to ask more than 60 national distributors, most of them warehouse accounts of well known importance, "How do you determine your marketing zones?"

Nearly every one made an elaborate explanation of "research" methods or "planning divisions" and other impressive departments of their organization. All of them talked at length of the matters we have been discussing—population and buying power and motor deliveries. And a large share of the 60 do have these departments and did use their findings to map the zones; of this there can be no doubt.

But, after all was said, without exception they admitted that "our competitors' plans must be considered, too."

(Concluded on page 29)

OCCUPANCY ON MAY 31

AVERAGED 63.1%

Latest Mark 2.9% Below
Level of a Year Ago

DECLINE in the average occupancy of public merchandise warehouses in the United States was still in progress at the close of this past May, according to the figures in the July re-

lease of the Bureau of the Census of the Department of Commerce.

On May 31 the average occupancy of the entire country was reported as provisionally 63.1 per cent. This compares

with 63.6 on the last day of April, and with 64.5 at the end of March, 65.2 at the close of February, and 66.3 on the final day of January. The May 31st provisional figure represents a recession of 4.0 per cent since last Dec. 31st's 67.1.

The provisional 63.1 for the close of this past May represents a decline of 2.9 per cent as compared with the level on the corresponding date last year. On May 31 of 1934 the average was reported as 66.0 per cent.

The last - day - of - May percentages across eight years (with 1935's being provisional) are as follows:

1928	1929	1930	1931	1932	1933	1934	1935
68.6	71.0	70.3	65.8	63.5	60.5	66.0	63.1

The tonnage figures in the accompanying April-May table indicate that during May a smaller percentage (by 1.4 per cent) of goods arriving at the 983 reporting warehouses entered storage (out of total volume received) than during the earlier month.

In May, 370,312 tons (this figure being provisional) arrived at the reporting warehouses; of this, 302,391, or 81.7 per cent, entered storage, the balance being delivered on arrival.

In April the total (final) arriving volume was 380,693 tons, of which 83.1 per cent, or 316,300 tons, entered storage, the balance being delivered on arrival.

The provisional 81.7 per cent for this past May compares as follows with the May percentages of the seven preceding years:

1928	1929	1930	1931	1932	1933	1934	1935
76.7	77.6	80.3	78.2	79.5	79.0	81.7	81.7

Occupancy

THE decline of 2.9 per cent in the country's average occupancy on May 31 last as compared with the mark recorded for the final day of May of 1934 was not reflected in the Brooklyn section of the New York metropolitan district and in Pennsylvania, Indiana, Illinois outside of Chicago, Michigan, Minnesota outside of the Twin Cities, Iowa, Missouri, Nebraska, Virginia, North and South Carolina, Georgia-Florida, Idaho-Wyoming, Montana, Arizona and New Mexico, Colorado, and Washington State, in all of which were reflected gains. The sharpest advance was 21.0 per cent in Virginia.

The table which follows compares the provisional May 31 occupancy percentages of 1935 with those for the final day of May of 1934; and with those of the

PUBLIC MERCHANDISE WAREHOUSING APRIL-MAY, 1935

Statistical data on occupancy and tonnage during the months of April and May, 1935, as reported to Director William L. Austin, the Bureau of the Census, Department of Commerce.

DIVISION AND STATE	Per Cent of Floor Space Occupied	TONNAGE								
		Received During Month		Equivalent No. of Lbs. per Sq. Ft.		Delivered on Arrival		Equivalent No. of Lbs. per Sq. Ft.		
		May	Apr.	May	Apr.	May	Apr.	May	Apr.	
NEW ENGLAND (Total)	49.0	52.2	7,627	9,390	6.0	7.4	1,784	1,602	1.4	1.3
Vermont, New Hampshire and Connecticut	41.6	56.7	910	769	5.7	4.8	394	333	2.5	2.1
Massachusetts	48.9	52.7	4,947	7,073	5.6	8.0	940	944	1.1	1.1
Rhode Island	54.8	46.5	1,770	1,548	7.9	6.9	450	325	2.0	1.5
MIDDLE ATLANTIC (Total)	65.2	64.8	107,469	116,118	15.0	16.2	10,118	7,615	1.4	1.1
New York Metropolitan District	67.5	66.9	82,568	88,721	15.6	16.7	4,665	3,517	0.9	0.7
Brooklyn	69.6	70.7	44,962	49,700	14.8	16.4	2,825	2,026	0.9	0.7
Manhattan	67.8	67.1	14,047	14,577	22.7	22.6	59	66	0.1	0.1
Nearby New Jersey	67.0	62.8	23,438	24,415	15.4	16.1	1,781	1,424	1.2	0.9
All other	25.4	25.4	121	29	1.0	0.2	—	1	—	—
New York, except Metropolitan District	49.6	49.7	9,753	11,035	14.9	16.9	3,952	2,678	6.0	4.1
New Jersey, except Metropolitan District	36.3	33.0	634	411	6.9	4.5	19	22	0.2	0.2
Pennsylvania	64.5	65.4	14,514	15,951	13.2	14.7	1,482	1,398	1.3	1.3
EST NORTH CENTRAL (Total)	69.2	69.8	81,975	75,679	24.6	22.2	12,401	12,246	3.7	3.6
Ohio	67.8	68.0	13,214	14,978	15.2	17.2	2,323	2,578	2.7	3.0
Indiana	64.5	67.6	6,322	8,598	18.5	24.0	1,545	2,137	4.5	6.5
Illinois, except Chicago	72.8	73.3	2,066	2,127	10.0	10.3	2,480	2,504	12.0	12.1
Chicago	72.0	71.2	20,395	22,249	26.1	28.7	1,927	1,150	2.5	1.5
Michigan	75.9	78.2	27,835	20,274	37.5	24.9	1,922	2,255	2.6	2.8
Wisconsin	56.0	53.5	12,143	7,453	31.1	19.1	2,204	1,622	5.7	4.2
WEST NORTH CENTRAL (Total)	69.8	68.0	29,377	28,833	19.8	19.4	9,318	9,302	6.3	6.3
Minnesota, except Minneapolis and St. Paul	58.2	59.4	1,758	1,979	23.5	26.5	611	479	8.2	6.4
Minneapolis and St. Paul	70.3	71.5	3,406	2,906	20.4	17.4	1,110	1,110	6.6	6.6
Iowa	50.0	47.1	2,740	2,833	13.9	14.3	1,312	1,471	6.6	6.8
Missouri, except St. Louis	63.7	64.2	7,300	6,025	23.3	19.2	1,326	1,092	4.2	3.5
St. Louis	85.2	82.6	5,886	5,601	18.0	17.2	583	1,029	1.8	3.2
North and South Dakota	70.6	70.1	2,077	2,475	11.0	13.1	1,225	1,362	6.5	7.2
Nebraska	65.2	68.7	3,988	5,748	29.1	42.0	2,000	1,865	14.6	13.6
Kansas	82.6	74.2	2,222	1,286	27.0	15.4	1,146	953	13.9	11.8
SOUTH ATLANTIC (Total)	68.8	67.7	29,364	32,958	20.2	22.6	12,502	9,149	8.6	6.3
Maryland, Delaware and Dist. of Columbia	66.0	65.5	15,167	20,002	15.2	20.0	4,001	4,209	4.0	4.2
Virginia	82.1	76.6	2,300	3,090	31.5	40.7	877	892	12.0	11.7
West Virginia	81.1	81.7	1,824	1,563	21.5	18.4	483	340	5.7	4.0
North and South Carolina	77.4	72.5	2,456	1,531	23.1	14.1	531	382	5.0	3.5
Georgia and Florida	67.6	67.0	7,617	6,772	40.1	35.6	6,610	3,326	34.8	17.5
SOUTH CENTRAL (Total)	50.2	52.0	29,004	31,608	10.3	21.2	9,786	11,755	6.5	7.9
Kentucky and Tennessee	82.9	82.7	4,038	4,616	20.3	23.6	1,222	2,037	6.1	10.4
Alabama and Mississippi	65.3	73.9	868	1,121	13.5	17.4	938	979	14.6	15.2
Arkansas and Oklahoma	72.7	73.1	5,099	5,428	25.1	26.9	3,497	3,426	17.2	17.0
Louisiana	54.7	59.3	13,411	14,961	21.4	24.0	1,152	1,074	1.8	1.7
Texas	38.8	39.7	5,588	5,482	13.7	13.4	2,977	4,239	7.3	10.4
MOUNTAIN AND PACIFIC (Total)	63.4	65.0	17,575	21,694	12.4	15.1	12,012	12,633	8.5	8.8
Idaho and Wyoming	70.5	73.4	935	511	24.0	17.4	493	447	14.2	12.8
Montana	69.9	69.8	399	409	10.0	10.2	501	531	12.5	13.2
Arizona and New Mexico	78.4	82.7	498	1,573	6.3	19.9	1,304	1,731	16.5	21.9
Utah	39.0	51.8	1,161	1,436	21.5	26.6	37	85	0.7	1.6
Colorado	65.6	69.4	1,103	1,185	14.1	14.9	1,049	1,155	13.4	14.6
Washington	70.2	66.5	3,107	2,432	18.3	14.1	3,404	2,861	20.0	16.6
Oregon	66.2	64.2	462	494	10.0	10.7	434	649	9.4	14.0
California	61.2	63.2	10,010	13,654	10.9	14.6	4,700	5,174	5.2	5.5
United States (Total)	63.1	63.6	302,391	316,300	17.2	17.9	67,921	64,393	3.9	3.6

The figures for April have been revised; those for May are preliminary.

last day of May of 1929, which was the peak year:

	Occupancy End of May		
	1929	1934	1935
Massachusetts-Vermont	52.1	60.3	48.9
Massachusetts	68.9	70.3	70.5
Connecticut-Rhode Island	83.1	41.6	54.8
Conn.-Vt.-N. H.	62.0	54.8	
Rhode Island			
New York Met. Dist.	76.4	72.2	67.5
Brooklyn	78.3	69.4	69.6
Manhattan	69.9	74.0	67.8
Nearby N. J. & other	77.7		
Nearby New Jersey		79.7	67.0
All other		34.1	25.4
New York State	74.3		
N. Y. State except Met. Dist.		49.7	49.6
New Jersey State	78.1		
N. J. State except Met. Dist.		44.8	36.3
Pennsylvania	71.6	64.2	64.5
Ohio	89.2	70.2	67.8
Indiana	30.3	56.2	64.5
Illinois	78.6		
Illinois except Chicago		70.7	72.8
Chicago	79.0	76.2	72.0
Michigan	70.9	68.8	75.9
Wisconsin	88.2	59.5	56.0
Minnesota	71.5		
Minn. except Twin Cities		45.7	58.2
Minneapolis & St. Paul	71.6	83.4	70.3
Iowa	69.2	47.4	50.0
Missouri	82.0		
Mo. except St. Louis		60.7	63.7
St. Louis	82.1	77.1	85.2
No. & So. Dakota	92.8	75.1	70.6
Nebraska	69.7	62.0	65.2
Kansas	80.0	85.8	82.6
Del.-Md.-D. C.	51.6	68.1	66.0
Virginia & W. Va.	70.4		
Virginia		61.1	82.1
West Virginia		82.3	81.1
No. & So. Carolina	68.1	69.5	77.4
Georgia-Florida	75.7	57.9	67.6
Kentucky-Tennessee	77.3	85.6	82.9
Alabama-Mississippi	75.9	69.7	65.3
Ark-La.-Okla.	77.4		
Arkansas-Oklahoma		75.0	72.7
Louisiana		55.0	54.7
Texas	44.6	46.8	38.8

	Occupancy— End of May		
	1929	1934	1935
Ida.-Wyo.-Mont.	65.1		
Idaho-Wyoming		63.1	70.5
Montana		52.9	69.9
Ariz.-Utah-Nev.-N. M.	73.2		
Arizona & New Mexico		67.2	78.4
Utah		56.6	39.0
Colorado	72.6	56.4	65.6
Washington	69.4	55.7	70.2
Oregon	70.8	66.7	66.2
California	77.6	63.7	61.2
Average U. S.	71.0	66.0	63.1
Warehouses reporting	1223	1099	1094

Comparing the May 31 average percentages (provisional) with the final ones for April 30 (as shown in the table on the opposite page) it is disclosed that the decline of five tenths of 1 per cent for the entire country was not reflected in Rhode Island, the New York metropolitan district as a whole, New Jersey State outside of this district, Chicago, Wisconsin, Iowa, St. Louis, North and South Dakota, Kansas, Maryland and Delaware and District of Columbia as a group, Virginia, North and South Carolina, Georgia-Florida, Kentucky-Tennessee, Montana, Washington State, and Oregon, all of which reported gains.

Tonnage

AS has been pointed out, the percentage of volume reported as having entered storage this past May, out of total volume arriving, was provisionally larger (by 1.0 per cent) than the percentage recorded for May of 1934.

Across eight years the May percentages (1935's being provisional) by divisions are as follows:

	Percentage Entering Storage—May							
	1928	1929	1930	1931	1932	1933	1934	1935

New Eng.	74.4	86.1	79.8	75.4	81.0	72.3	80.5	81.4
Mid.	74.7	88.4	91.3	89.9	90.4	90.7	93.9	91.4
E. No.	Cent. 87.1	86.6	83.1	82.9	83.1	88.3	86.9	
W. No.	Cent. 73.7	72.3	77.1	75.1	78.2	74.8	76.7	75.9
So.	Atl. 79.6	47.6	77.5	73.1	74.6	68.5	80.6	70.1
E. So.	Cent. 75.3	78.9	71.4	56.4	52.3	68.6	66.6	69.4
W. So.	Cent. 74.3	75.7	75.4	70.1	72.2	68.2	64.0	76.0
Mountain	68.5	56.2	56.1	56.8	67.1	63.2	52.3	54.1
Pacific	60.4	72.2	67.1	68.4	62.4	62.1	61.2	61.1
Country	76.7	77.6	80.3	78.2	79.5	79.0	81.7	81.7
Warehouses reporting	983	983	983	983	983	983	983	983

Comparing this past May's provisional percentages with the final ones reported for April, it is seen that the decline of 1.4 per cent was reflected in five of the nine sections.

By divisions, the comparisons follow:

	Percentage Entering Storage		
	April	May	Change
New England	85.4	81.4	-4.0
Middle Atlantic	93.0	91.4	-1.6
East North Central	86.1	86.9	+0.8
West North Central	75.4	75.9	+0.5
South Atlantic	78.3	70.1	-8.2
East South Central	65.5	69.4	+3.9
West South Central	74.8	76.0	+1.2
Mountain	56.4	54.1	-2.3
Pacific	65.6	61.1	-4.5
Entire country	83.1	81.7	-1.4
Warehouses reporting	983	983	...

Merchants Company in Philadelphia Wins Its Appeal in the "Allowances" Case

Federal Court Reverses Judgment of Lower Tribunal and "Treble Damages" Award Is Set Aside

THE United States Circuit Court of Appeals in Philadelphia has reversed the judgment for \$410,388.81 which the Terminal Warehouse Company won against the Pennsylvania Railroad Co. and the Merchants Warehouse Company in United States District Court in March, 1934, for purported rebating practices taking the form of allowances. The appeal had been brought before Judges Buffington, Davis and Thompson six months ago, and the last mentioned jurist writes the opinion, which was filed on July 10.

The Terminal, in a suit filed three years ago, claimed \$4,500,000 damages from the railroad and the Merchants company for an alleged combination and conspiracy to exchange rebates and favors not accorded to other warehousing con-

cerns. Terminal had obtained a cease and desist order from the Interstate Commerce Commission but the Commission had refused to award damages.

In the opinion now setting aside the judgment of the lower Court, Judge Thompson, quoting precedent, emphasized that the refusal by the Commission to award damages was applicable in principle to the instant case and concluded that "the present action is barred by the prior proceeding before the Interstate Commerce Commission."

The higher Court pointed out also that while several statutory remedies were available to the Terminal company, "it did not have the right to pursue" each of the mentioned remedies "successively, until such time as it found

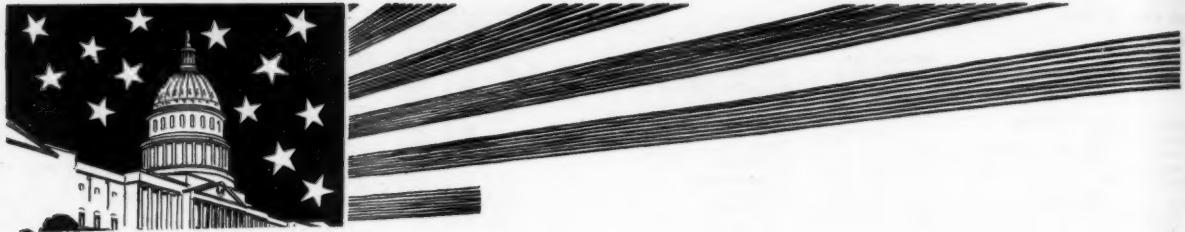
a tribunal which would award the damages sought"; that Terminal elected its remedy and is barred from subsequent action for the same damages.

The jury in the trial of the case before the United States District Court had returned a verdict of \$136,125, and on motion the Court had trebled the amount, directing the entry of \$410,388.81, and allowed to the Terminal company's attorneys a "reasonable counsel fee" of \$27,000 to be taxed as part of the costs. The United States Circuit Court of Appeals disallowed this fee, in reversing judgment.

In the opinion, Judge Thompson said in part:

"We conclude that the testimony upon which the Terminal company

(Concluded on page 44)



THE MONTH AT WASHINGTON

Background of current events
of interest to warehousing

Free Zone Regulations Are Issued; Staten Island Is Expected to Be Site of First Project

DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU.
1157 National Press Building.

THE Free Trade Zones Board under the jurisdiction of the Department of Commerce has issued rules and regulations for establishing free ports in the United States, similar to those in operation in Europe and elsewhere, and as provided by Act of Congress.

The Board was set up and financed to promulgate conditions for creating such zones, which will be considered as public utilities when placed in operation.

The only site now considered available for an experiment of this type is New York City's Staten Island, where a large part of the wharf facilities are not in use. The purpose of such ports is to foster dealings in foreign goods received not for domestic consumption but for processing and reshipment to foreign ports. This will eliminate many of the cumbersome restrictions placed on foreign goods under the customs law.

As defined by the Board, a free trade zone, established primarily to foster reexport trade, is an isolated, enclosed, policed area, in or adjacent to a port of entry, with or without resident population, excepting administrative personnel, and operated as a public utility under Federal control.

The main line of distinction between a free trade zone and an ordinary port of entry is that im-

ported merchandise may be stored or handled within the zone without payment of ordinary custom duties, providing it is reshipped in export trade. However, as regulated by the Board, such goods may not leave the zone into the adjacent United States territory without the payment of the regular customs duties, nor may they be subject to manufacturing processes or exhibited while in the zone area. Also a trade zone area is subject to the same laws as the adjacent territory, as regards health, postal, navigation and Federal supervision generally.

Private Interests Are Eligible

A central Trade Zone Board, according to the regulations, has the governing power and also the right to set forth the conditions for creating such an area. It is empowered with the right to grant charters, makes rules and regulations, control the prices and charges of the zone and attendant services, inspect, and punish by fines non-compliance to its edicts.

While stating that preference will be given to public corporations, private interests can apply for a charter, and will be eligible contingent on their ability to comply with the conditions laid down. In any case, whether a State-owned facility or a private party applies for a charter, each must have the consent of Legislature of State in which zone is established.

Each State is entitled to one trade zone. In addition, each port of entry is entitled to as many zones as it has States adjoining it, and cities separated by water. For instance the port of New York could have trade zones established in Jersey City, Staten Island, Manhattan, and Brooklyn.

However, the physical requirements as laid down by the Trade Zone Board are quite restricting. Each area applying for a charter must have adequate facilities for handling ships and cargoes, as warehouses, docks, slips, transit sheds, transportation facilities, light, power, fire protection, living quarters, etc. The most rigid requirement will be the ability to finance the establishment and maintenance of such zones. A charter once granted can be neither sold nor transferred. There is no provision for financial support from the Federal Government, for it is expected that such projects will be self-supporting in addition to being locally-financed.

A complete set of regulations has been drawn up and it is apparent that the creation of a trade zone will be a matter of long study by the Federal supervisory board in each case, as complete data both on the physical and economic potentialities of each applicant area will be required.

Each zone will be operated as a public utility and its future always in the hands of the Federal super-

visory board, consisting at present of Secretary of the Treasury Morgenthau, Secretary of Commerce Roper and Secretary of War Dern. However, the spade work is being done and will continue to be handled by a sub-committee consisting of C. T. Murchinson of the Department of Commerce, in charge of the Bureau of Foreign and Domestic Commerce; Brig. General George Pillsbury of the War Department and Eli Frank, Jr., counsel of the Customs Department. Thomas Lyons, chief of the Transportation Division of the Department of Commerce, has been chosen secretary of the Board and will be in charge of all applications.

The Board not only will enjoy financial control over each zone, but also over concessions and outside interests with business in the zone area; and all persons entering the zone will be subject to regulations. However, all rules and regulations are subject to revision at the discretion of the Board.

Staten Island, which is backed by the National Chamber of Commerce, is expected to be the site for the first trade zone. Though it has the necessary physical requirements and location, the Department of Commerce has made it plain that creation of a zone will involve expenditures of millions of dollars for land, warehouses,

wharves, railroad connection, dredging and other facilities so as to enable it to serve all types of shipping.

Staten Island First

President Roosevelt in July approved a work-relief allotment of \$42,620 to make a study of the possibilities of establishing a free trade zone on Staten Island, N. Y., in the group allocation of \$20,642,700 to the City of New York requested from the Works Program Administration.

The survey will study the feasibility of creating a free port to be located at Tompkinsville, Staten Island, and to plan the necessary facilities required for such a zone.

Under the foregoing Foreign Trade Zone rules no provision was made for expenditure of Federal funds for establishment of a free port in this country. The Board, in outlining the requirements, specifically mentioned it was up to private interests or States and cities to finance such an undertaking. However, it was noted that the Federal board would collaborate in work of considering the various applications and would in effect make studies similar to the one to be carried through at Federal expense on Staten Island.

In view of the work-relief regulations and policies in disbursing the recovery funds Federal, State and city agencies are hard put to discover works projects eligible for funds which do not involve higher labor percentages than allowed

under the \$1,140 per man per year yardstick.

Thus a barrage of surveys and studies covering all fields of activity have been and will be inaugurated by the Works Program in an effort to spend its billions for employment rather than for materials.

The Staten Island survey will be a consideration of the import, export and reexport trade possibilities, steamship routes and rates, warehousing and storage facilities and rates attendant to the Staten Island proposed site, as well as an analysis of the industrial factors which must be considered in establishing a free trade zone. Under this phase comes transportation, housing and highway conditions in the New York area.

The money has been assigned to the city of New York with expenditures to be under the jurisdiction of New York WPA director, Gen. Hugh S. Johnson. It is expected the study can be gotten under way in short order.

Staten Island has been considered as the logical site for the establishment of the first free trade zone. It is understood that the zone will be in the nature of an experiment to determine the worth of such projects for the trade needs of the United States.

Due to its location in the port of New York, its marine facilities for handling ships of all types and sizes, and to the volume of traffic in the port, Staten Island ranked above all other possible applicants for initial consideration.

—Edwin Hartrich.

Free Storage on New York Piers Subject of Federal Inquiry

ACTING upon its own motion, the Department of Commerce is about to launch an inquiry into alleged violations of the Shipping Act of 1916, by water carriers, through the granting of excessive free storage at New York ports.

As a result of the decision to proceed with this inquiry, complaints which had been lodged with the Shipping Board Bureau by port authorities and others have been withdrawn. The complainants were the Baltimore Association of Commerce, Commonwealth of Massachusetts and other interests, the State Port Authority of Virginia and other Virginia interests, and the joint executive transportation committee of Philadelphia commercial organizations.

Originally filed under Section 22 of the Shipping Act, the complaints alleged that carriers in foreign

commerce grant excessive free storage time on imports at the port of New York, in violation of Sections 16, 17 and 18 of the Shipping Act of 1916.

The complainants indicated that an investigation by the Department of Commerce into import storage practices would accomplish the ends sought, and have stated that their complaints will be withdrawn in view of the Department's decision to proceed.

100 Carriers Notified

The inquiry will be prosecuted by the Bureau's Division of Regulation. A copy of the order has been served on each of the more than 100 carriers using the ports along the Atlantic seaboard. The investigation will be supervised by James Craig Peacock, director of the Shipping Board Bureau. The time and

place of hearings will be fixed by the Division of Regulation.

At the hearings, to which the complainants and respondents will be summoned and required to give testimony, an effort will be made to determine whether the carriers have encouraged use of the Port of New York in preference to other Atlantic ports through the granting of excessive storage time, in violation of the law. Should the complaints be found justified, appropriate orders will be entered.

Protests against alleged abuses in the Port of New York have been before the Shipping Board Bureau for several years. The Department's decision to proceed upon its own motion will greatly shorten the procedure and hasten a decision, it was explained.

—James J. Butler.

Cricher Protests to PWA Against Warehousing Projects in Schenectady and Camden

OPPOSITION by the American Warehousemen's Association, through its Washington attorney, A. Lane Cricher, to proposed erection of two dry storage warehouses as part of a comprehensive city plan to replace existing slums in Schenectady, N. Y., has forced the local Housing Authority to plan substitution of other industrial units should the protests be sustained by PWA.

The Schenectady Housing Authority presented an application to the Public Works Administration requesting a \$2,500,000 allotment to carry through a slum-clearance program. Slum property would be cleared and revenue-producing business property would be substituted. Included as part of industrial group were two dry storage warehouses and one refrigerated warehouse. It is understood that warehouses were included due to their construction requiring a higher percentage of expenditure for labor than other types of industrial property. However, though holding no judgment on the application itself, PWA deputy Administrator Clark stated that the project would possibly be rejected because the PWA does not sanction a high percentage of recovery funds being invested in land purchases. The Schenectady project in its present state would require 50 per cent or more of the allotment to be used in buying up slum property for conversion.

Mr. Cricher lodged an informal protest with PWA officials and stated he was asking official support from the A.W.A.

In view of this critical action, Miles R. Frisbie, secretary of the Schenectady Housing Authority, stated that if the PWA supported A.W.A. protests, the Authority would substitute other industrial units for the two dry storage warehouses planned. Mr. Frisbie has contended, in opposition by Mr. Cricher and Schenectady and neighboring warehousemen, that the PWA-financed warehouses would not offer substantial competition with the local industry members. His premise for this statement is that dry warehouses would handle commercial traffic, and not ordinary storage. The refrigerated warehouse was needed, he said, as Schenectady has no such facilities. However, in reply, Mr. Cricher points out that cold storage warehouses in the neighboring cities of Albany and Troy, which service Schenectady, are suffering financial difficulties from loss of revenue.

Mr. Cricher lodged no protest

against the refrigerated warehouse phase of the slum-clearance plan, but was emphatic in his opposition to the erection of dry storage warehouses. Mr. Frisbie conferred with him while in Washington, but the data supplied was not convincing proof that the project was "economically sound" for Schenectady, Mr. Cricher said.

As a result of conferences and correspondence exchanged, Mr. Frisbie in a letter on July 17 virtually assured the warehousemen that the dry storage units of the program would be dropped. He wrote Mr. Cricher:

"However, let me repeat in writing what I expressed in words. The Schenectady program can be carried out without the erection of the two types of warehouses referred to. When the matter is being studied we shall invite your cooperation in placing the facts before us which would justify the Authority factually in dropping out the warehouses and substituting another feature in their place.

"As time is very important to us we do not feel that any project that involves controversy is worth retaining—unless it be, as is the case of the small cold storage plant, something that is a vital part of the municipal economy."

Camden Situation

Meanwhile, Mr. Cricher as the A.W.A. representative has lodged a protest with the PWA against the tentative loan and grant to the South Jersey Port Commission for construction of additional marine terminal facilities at Camden, N. J. The PWA gave tentative approval on April 28 to a \$560,000 loan and grant for construction of three cargo sheds, but Administrator Ickes has not yet signed the final contract, setting forth the financial arrangements. Thus the project has not been officially approved.

In his letter of protest Mr. Cricher requested that the private terminal and warehouse operators in both Camden and Philadelphia be given an opportunity to express their views concerning the proposal to add to the storage facilities of the Jersey port.

He said the project should be rejected and listed, as his reasons, four points. First, he showed that existing facilities both in Camden and in Philadelphia are greatly over-expanded, and cited Government statistics to prove his point; Second, the competitive situation in that district is inviting rate-slash-

ing in efforts to maintain business, and additional facilities would only aggravate the situation; Third, the present occupied space in Camden warehouses was less than 50 per cent of capacity; Fourth, the growing practice of railroads to handle the storage of their own freight, thus removing that business from Camden and Philadelphia operators.

However, it is expected that the Camden project will be okayed inasmuch as the papers are now on the desk of Secretary Ickes, awaiting his signature. All arrangements have been worked out as to the financing and other details, and little hope is expressed that the project can be blocked at this late date.

Following his letter of protest to the PWA concerning the pending Camden application, Mr. Cricher received a letter from the PWA advising him that the Camden project was tentatively approved by reasons of the financial arrangements of the city with the Port Commission, and the city's ability to repay the loan, regardless of the earnings of the terminal facilities.

Col. E. W. Clark, assistant PWA administrator, wrote to Mr. Cricher that because Camden has already invested a substantial amount in marine terminals and is prepared to pay off the \$560,000 loan and grant to the Port Commission, whether earnings of the new facilities are sufficient or not, the PWA okayed the project.

"The conclusion reached by the engineering division [PWA]," wrote Mr. Clark, "and the Board of Review was that additional covered storage space was necessary for the proper utilization of docking facilities. The study also demonstrated that sufficient business is available to make the project self-liquidating. The city of Camden is obligated under existing contract to pay the Port Commission the sum of \$190,000 per year, which sum is sufficient not only to pay the debt service on the bonds of the Commission already outstanding, but also the debt service on the proposed loan, without recourse to earnings. In the past the Commission has refunded, to the city of Camden, any of this payment not needed by it.

"It is realized that in a sense this project will compete with existing warehouse space, but since the facilities are being erected for a special purpose and permit the economic utilization of an enterprise in which the city of Camden

has a very substantial investment, it was deemed that the advantages to the community as a whole were sufficient to establish the social desirability of the project."

—Edwin Hartrich.

Farm Storage Proposals Expected to Be Deferred Until the Next Congress

Due to congestion attending adjournment of Congress this session with the controversy over the passage of New Deal "must" legislation, several bills affecting warehousing will be allowed to slide over for consideration next session.

One is Senator Frazier's Farmers and Consumers Financing Corporation Act, S. 1736, which provides for Federal purchase and sale of farm products. An avowed enemy of the middleman, Senator Frazier has introduced a bill which, in effect, would place the Federal Government in the warehousing business in an effort to scale down the discrepancy of prices of food products between the farmer and the ultimate consumer. The purpose of the measure is to eliminate, if possible, the commissions and other charges which private handlers of food products place on transfer from farmer to consumer.

At mid-July the bill was in the hands of the Senate Agriculture Commission. However, as that committee was fully engaged with more important legislation, notably the controversial AAA amendments, S. 1736 will not receive attention this session. Realizing this, Senator Frazier's office intimates that no effort will be made to push his bill this session, but he will attempt to force it next year.

Whether the next session of Congress will be in the frame of mind to consider this type of legislation as have the last two, remains problematical. Inspired by the New Deal reformation work and expensive recovery program, the middle western farm bloc has, since the Roosevelt inauguration, put forth measures in Congress solely to aid the farmers, with little attention paid to the costs, feasibility or constitutionality of the legislation suggested. Should the membership in the next session return to a more conservative viewpoint, passage of the Frazier bill will be attended with more difficulty than would be its lot this year.

The other measure affecting warehousing is Senate Joint Resolution 9, which would authorize the Federal Trade Commission to investigate warehouses engaged in storage of farm products. The resolution was passed by the Senate on Feb. 22 and then referred

to the House Interstate and Foreign Commerce Committee. However, it was learned that at a recent session of the committee, this resolution together with other pending legislation was voted to be considered next session of Congress, due to the work on getting more important measures before the House this summer.

In the "Whereas" section of S. J. Resolution 9, the warehousing industry that handles farm products is damned along with other middlemen, for contributing to the "monopolistic, oppressive and unfair methods and practices" that have caused loss of income to the farmers; and it is charged that the middlemen and warehousemen have violated the anti-trust laws and burdened and restrained interstate and foreign commerce of agricultural products.

The measure calls for the FTC investigation as to what degree that branch of the warehousing industry has contributed to the decline in farm income, the methods and processes of operations, and study of the financial angles of the problem.

However, as this bill is not in the same category as the Frazier bill, for no large appropriation, if any, is involved, and the burden of investigation is placed with the Federal Trade Commission, its chances of passage would seem better than the Frazier measure. In addition, it might provide some interesting political data for use by the farm bloc, should the FTC survey be comprehensive.

—Edwin Hartrich.

Proposed Bill Would Mean Liquor Warehouse Scrutiny

WAREHOUSES which serve the liquor industries will be subjected to scrutiny if Congress passes a bill sponsored by Senator Lynn J. Frazier, North Dakota.

The measure proposes creation of a joint committee to explore "legal and illegal practices established for the control of the liquor trade within the United States and its territories."

Warehouses are listed among the numerous facilities whose services are utilized by the alcoholic beverage trades and their part in the general scheme would be inquired into.

When you ship goods to a fellow warehouseman use the Monthly Directory of Warehouses.

Eastman to Scrutinize "Big Money" Railroads

THE "big money" railroads—those whose operation is dominated by large financial groups—will come under the inquisitorial eye of Coordinator Joseph B. Eastman within the next few months.

Railroad financing, reorganizations, mergers, acquisition, disposition, insolvencies, credit, securities operations and holdings companies will be scrutinized in an effort to appraise the financing.

Coordinator Eastman, launching the inquiry which was brought about by the insistence of Senator Burton K. Wheeler, said:

"The object of the investigation is not merely to exploit certain possible malodorous or questionable transactions, but to appraise general railroad conditions with a special reference to the conduct of financial matters and the part which financial influence plays in railroad management, purposes and policies, all with a view to correcting any conditions, either by legislation or otherwise, which may be found to be in need of correction.

"Inasmuch as the financial affairs of the railroads and their relations with financial interests are apparently to play an important part in the investigation, it is desirable, if fairly typical conditions are to be considered, that the railroads selected should be representative of financial interests which have been mostly closely associated with the railroads.

"The two leading interest to be considered in this connection are J. P. Morgan and Company, and Kuhn, Loeb and Company, and affiliated financial institutions. There are others such as Speyer and Company; J. and W. Seligman and Company; Hayden, Stone and Company; and Dillon, Read and Company, which have played lesser parts."

The following roads were named:

St. Louis-San Francisco; Chicago, Rock Island & Pacific; Missouri Pacific; Milwaukee, St. Paul & Pacific; Kansas City Southern; Chesapeake & Ohio; Erie; New York, Chicago & St. Louis; Pere Marquette; Chicago & Eastern Illinois; Pennsylvania; Wabash; Delaware & Hudson; Illinois Central; Southern; Central of Georgia; Florida East Coast

Senate Committee Eliminates Wharfinger Clause from the Wheeler Water Carrier Bill

THE wharfinger clause of the Wheeler water carrier bill, which authorized Federal control of marine warehouses and terminals, has been tossed out of the bill because of protests from cities with publicly-owned facilities.

Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee and author of the bill, stated that inclusion of the wharfinger clause would mean conflict with cities and States owning marine terminals.

The cities of New Orleans, Philadelphia and St. Paul filed protests with the Senate committee and as a result Mr. Wheeler and the committee have agreed to let that phase of Federal regulation of water carriers slide by this session.

Mr. Wheeler admitted he had no set views concerning regulation of wharfingers, "not having studied the matter enough to pass judgment at this time."

Meanwhile, a similar bill introduced in the House by Representative Sam Rayburn, chairman of the House Interstate Commerce Committee, has been referred to the Merchant Marine Committee and pigeonholed until the Senate takes final action on the Wheeler bill. The clerk of the House Merchant Marine Committee stated that the House will wait to see the final Senate draft before deciding whether or not to eliminate the

wharfinger provision, now intact in the Rayburn bill.

The Wheeler bill is an amendment to the Interstate Commerce Act and provides for Federal regulation of transportation of passengers and property by water carriers operating in interstate and foreign commerce.

In addition to the cities which declined to yield to Federal control, the railroads and private warehousemen and terminal operators with their conflicting viewpoints caused the Senate commit-

tee temporarily to eliminate the wharfinger clause. It was stated that the cities in their opposition were not motivated by the competitive angle, although railroads and private operators feel danger to their revenues to some extent under such control.

Meanwhile, the office of Coordinator of Transportation Joseph Eastman, is making a study of the wharfinger problem, and will probably present views on the matter to the next session of Congress.

—Edwin Hartrich.

Ralph E. O'Neil Heads a New Bronx Household Goods Corporation

The O'Neil Storage Warehouse Corp., with a semi-fireproof warehouse building at 607 Bergen Avenue, Bronx, New York City, has been incorporated, with \$10,000 capital, under the laws of the State of New York, to do a household goods storage, moving, packing, shipping and crating business, with dead storage for automobiles.

The company's president is Ralph E. O'Neil, formerly for six years with the North Side warehouse of Lee Brothers, Inc. Prior to joining the Lee organization he had been superintendent of warehouses and deliveries in the furniture branches of such department stores

as Loeser's, Gimbel's, Spear & Co. and Bloomingdale's.

The O'Neil warehouse has 30,000 square feet gross and 27,000 net and is centrally located at 152nd Street in the Bronx. It contains a sprinkler system, cement floors and steel ceilings.

In a "corporation notice" in the *July Distribution and Warehousing*, Frank Reilly and Edward Reilly were given as the incorporators. That was an erroneous statement, according to Mr. O'Neil, who advises that they are in no way identified either with the corporation or with the warehousing business.

Arizona Warehouse Divorces Household and Merchandise Storage Operations

HOUSEHOLD goods storage is kept entirely separate from commercial storage in the operations of the Tucson Warehouse & Transfer Company, Tucson, Arizona.

Like most other smaller city warehouses which handle both kinds of business, the Arizona firm formerly took care of the two services under one roof. About three years ago the executives decided to divorce the two operations; and, accordingly, build a separate building for commercial storage. That change has been one of the most valuable the company ever made, according to H. W. Harpham, secretary.

"While it's hard to trace any increase, inasmuch as the new building was added in the middle of the

depression when business was declining everywhere, I believe the separation of departments has yielded us extra business in both," says Mr. Harpham. "I know it has greatly increased customer satisfaction.

"Our household goods building is now one which we're not ashamed to bring the most fastidious woman in the world into. We know she's not going to get flour or bean dust on her clothes. We know that she can see her furniture is being given better care than it would receive in her own home. All those things count in the long run, for one customer's opinion may govern the business of a good many others.

"The whole atmosphere of the two houses is different, as well as the appearance. Except for a cen-

tral stock clerk, the two departments are handled by entirely separate crews.

"This feature not only provides for added efficiency—this because one man does one type of work and becomes expert at it and because there is no conflict of operations—but also helps make a good impression on customers who come to the household goods building. Here, we require that a certain appearance of refinement be maintained which isn't at all necessary in the commercial building."

Some idea of the care in cleanliness made possible by the separation may be had from this fact: once a month, the entire household goods building is vacuum cleaned. Imagine that being possible where the two operations are combined.

FAMILY ALBUM

A word portrait of

Clarence A. Ullman

By Elizabeth Forman

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Mr. Ullman is president of the Federal Warehouse Company, Peoria, and this past June was elected president of the Central Warehousemen's Association of Illinois.
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AVACATION that became permanent landed Clarence A. Ullman in the warehouse business in Peoria, Ill.

Mr. Ullman—the middle name is Aaron, spelled with a big A and a little a—was born in Bloomington, Ill., some forty miles from Peoria. When he was six days old his mother passed away, and one of her cousins adopted the infant she left behind. His foster parents sent him to school until he finished the grammar grades, and then to high school. Here he attended three and a half months or until the first examination was approaching, when he left to avoid being kicked out—if one may take his own word for it.

Not to be discouraged, however, his father sent him to a business college and, in time, he got a job in a clothing store, where he collected the munificent sum of \$2 every Saturday night.

Here he remained until he felt the need of a holiday; but when he asked for the hard-earned vaca-

tion, the firm made it permanent—whereby warehousing gained one of its active and loyal members, and the Central Warehousemen Association of Illinois its newly-elected president.

After the clothing store incident, Young Ullman's brother got him a job in Cincinnati—with a liquor firm. He was here for seven years before being seized with a desire to "go west and grow up with the country." He chose the city of Spokane to grow up with, and there he spent a year and a half during which time he became acquainted with a young lady who captured his heart at their very first meeting. They were married and lived happily forever after—or nearly that long, for the Ullmans have celebrated their thirty-first wedding anniversary; and, in these days of bargain counter divorces, that is pretty nearly forever.

Having found himself a perfectly good wife in Spokane, Mr. Ullman decided to go home; so,

twenty-nine years ago, he moved to Peoria to engage in the wholesale liquor business. Already the shadow of national prohibition was in the offing, however, so about nine years later he decided to get out of that industry while there was still time. It was then that he hit upon the idea of building a fireproof warehouse to handle both merchandise and household goods.

The plant erected at that time was about as it still is today save that an additional wing of about 15,000 square feet has been erected. The change from liquor to warehousing was a fortunate one indeed for not only did national prohibition materialize but the war came along and created and brought in its wake increased business which would have taken years to develop. The firm now operates a total of 150,000 square feet of floor space.

As soon as Mr. Ullman got into the industry he joined the American Warehousemen's Association.

(Concluded on page 37)

FROM THE LEGAL VIEWPOINT

By
LEO T. PARKER

Deviation from the Contract

IT is well settled law that under ordinary circumstances a warehouseman is not liable in damages for loss or damage to stored goods if such does not result from his negligence. However it is important to know that the higher Courts have held that if a warehouseman, without authority, deviates from the contract as to the place of storage or keeping of the property, and a loss occurs which would not have occurred had the property been stored or kept in the place agreed upon, the warehouseman is liable even though he is not negligent.

For example, in *Lunn v. Lepper*, Perth Amboy, N. J., 178 Atl. 563, it was disclosed that the owner of furniture stored it in a warehouse under an agreement stating that the warehouseman owned and operated a warehouse at 283 Madison Avenue, and that he would haul the furniture to this warehouse and store it in a private room. From the testimony it appears that the warehouseman in all of his literature set forth that he had a warehouse at this address and gave no intimation that he had any other place for storage. However, the furniture was stored in another warehouse building; the latter burned, without any negligence on the part of the warehouseman or his employees.

In holding the warehouseman liable the Court said:

"It is undoubtedly the law that where a bailee expressly contracts, as in this case, to keep property in a particular place, he will be liable for his failure to do so, nor could he escape liability by alleging he was not negligent. . . . Every bailee is bound, in his use of the property, to keep within the terms of the bailment. . . . Contracts are matters of agreement, and even a more beneficial contract cannot be substituted for an-

other without the mutual assent which all agreements must rest."

Also, in *Mortimer v. Otto*, 206 N. Y. 89, it was shown that stored goods, moved into another room without authority of the owner, were destroyed. The warehouseman insisted that the destruction of the goods was caused by the fire, and not by the placing of the goods in a particular warehouse where they were destroyed. In other words, it was contended that the fire was the proximate cause of the destruction of the furniture and that the warehouseman was

Mr. Parker answers legal questions on warehousing, transfer and automotive affairs.

Send him your problems care of this magazine. There will be no charge for the service.

Publication of inquiries and Mr. Parker's replies gives worthwhile information to the industry generally.

not liable because the fire did not occur through any lack of reasonable care on his part.

It is interesting to know that the higher Court held the warehouseman liable, and said:

"The defendants [warehouseman], as bailees, were obligated to exercise such care in regard to the property as a reasonably careful owner of similar goods would exercise. . . . They, by their express agreement, subjected themselves to the additional obligations that they would store the goods in a specified place. . . . Fire is an ordinary and frequent agency of destruction or injury, and safety, as against it, was in the contemplation of the parties when they agreed that the property should be stored in the specified room."

Delivery of Receipts

THE higher Courts have consistently held that a warehouseman may lawfully and without liability deliver warehouse receipts for stored goods under all circumstances when he (1) believes the goods belong to the person to whom the receipts are issued; and (2) he is not a party to and has no knowledge of fraud or illegal transactions regarding the stored goods.

For example, in *Beal v. Dodds Canning Co.*, Lebanon, Ohio, 195 N. E. 570, it was disclosed that the Dodds Canning Co. made contracts with farmers who grew and delivered corn to the canning company. Approximately 30,000 cases of corn were packed that season, and 25,000 cases were warehoused with the Guardian Warehousing Company. Warehouse receipts, delivered by the warehouseman on receipt of the canned corn, were delivered by the canning company to various companies and firms which it owed money. The canning company did not pay the farmers for the corn and they filed suit against the warehouseman, alleging that the corn was unlawfully and fraudulently warehoused with the warehouseman, and that the receipts were fraudulently issued by the warehouseman because he knew the corn had not been paid for.

In holding the warehouseman not liable, the Court said:

"The written contract into which each plaintiff [farmer] entered with the Dodds Canning Company is no more than a contract to grow corn and sell it to the company at a fixed price named. . . . It is indeed pleaded that the defendants [warehouseman] knew that the corn had not been paid for—that is, to the growers—but it is not fraudulent to buy a product which has not been paid for; nor to accept ware-

house receipts secured on such product."

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Warehouseman Liable on Contract

FREQUENTLY, legal controversy arises over seemingly unimportant points of differences between the contracting parties. Generally speaking, a party to a contract cannot avoid fulfilling his obligation unless the other contracting party performed a breach of a material clause in the agreement. In other words, it is sufficient in all instances if contracting parties carry out the originally intended meaning of the contract.

For illustration, in *Johnson v. Arrow Transfer & Storage Co.*, Chattanooga, 80 S. W. (2d) 842, it was disclosed that the Arrow company agreed to pay the sum of \$2,000 for a contract owned by another company for distribution of merchandise in the locality in which the warehouse is located. In this contract the seller of the distribution contract agreed to deliver to the warehouse company a complete list of its customers. The seller failed to turn over this list, but furnished a truck driver who knew all of the routes, customers and their locations. The warehouse company refused to pay the agreed \$2,000 and the seller of the contract filed suit.

In holding the warehouse company liable, the Court said:

"This insistence grows out of a claim that complainants [seller] did not turn over a complete list of their customers to defendant [warehouse company] . . . But the fact appears immaterial, for the reason that it does appear that complainants turned over to the defendant its driver who knew all customers running accounts with complainants. It is not shown that any loss was sustained by reason of such alleged failure. . . ."

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Truck Driver Held Liable

VARIOUS Courts have held that a truck driver may be loaned or hired by a warehouseman so as to become, as to that service, the servant of the party to whom he is loaned or hired, and to impose on the latter the usual liabilities of an employer. In other words, the test of liability for the acts of an employee is whether he continues in the direction and in control of the warehouseman or be-

comes subject to taking orders from the person to whom he is lent or hired. To escape liability, the warehouseman must resign full control of the employee for the time being. So held a higher Court in the late case of *Roman v. Hendricks*, St. Louis, 80 S. W. (2d) 907.

The facts are that a truck owner entered into an oral contract to furnish trucks and drivers for the purpose of hauling and delivering goods for a man named Richards. Although the truck-owner hired, discharged, and paid the drivers of the trucks and furnished the gasoline and oil for operation, thereof, Richards had full control over the drivers.

One day one of the trucks ran over a child, whose parents filed suit to recover damages. It is interesting to know that the higher Court held Richards solely liable, and said:

"In determining whether a loaned servant is the servant of his original master or of the person to whom he has been furnished, the general test is whether the act is done in the business of which the person is in control as a proprietor. . . . But to avoid liability the original master must resign full control of the servant for the time being. It is not sufficient that the servant is partially under the control of another."

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Service Important Consideration

MANY Courts have stated that when considering an application for a certificate to permit motor trucks to operate in competition with railway companies, and with other common carriers, the important consideration is: to what extent will truck operations improve the present service?

For illustration, in *West Shore R. Co. v. Public Utility*, Jersey City, N. J., 177 Atl. 93, the validity of a certificate was upheld and the Court said:

"It is true that the prosecutors provide transportation service between these points, but it is not of the character afforded by the additional bus facilities. . . . As pointed out in a prior adjudication, if railroads are entitled as public utilities to protection against destructive competition, it should be a competition with a service which they have been giving."

What Constitutes Subterfuge

CONSIDERABLE controversy has existed from time to time as to whether a truck operator is under the supervision and jurisdiction of a State Public Service Commission if he uses a subterfuge or artifice for the purpose of having the transportation appear to be interstate. This point of the law was discussed in *Waer v. Public Service Commission*, Harrisburg, Pa., 178 Atl. 157.

A company engaged in interstate business accepted business which appeared to be intrastate business. However, as the business actually was interstate, the Court said:

"We are not unmindful that the general rule is that a common carrier cannot, by employing artifice, escape regulation."

On the other hand, it is interesting to know that in the case of *Nevin, Inc., v. Public Service Commission*, 99 Pa. Super. 370, the testimony indicated that a company started its trips within a State for a destination in another part of the same State, and, instead of following the direct and ordinary route, made a slight detour into another State. This Court held that, if this detour was for the purpose of evading the regulations of the Public Service Commission, it would be regarded as an intrastate carriage and would come within the jurisdiction of the Public Service Commission.

In still another case, *Interstate Motor Transit Co. v. Public Utilities Com.*, 119 Ohio St. 264, 163 N. E. 713, the carriage was started in Ohio, crossed the Ohio river to give it the character of an interstate movement, and immediately returned to the same point in Ohio. In this case the carriage originated and terminated in the same State.

Therefore, the higher Courts held that although the motor vehicle had traveled through a portion of two States, yet its business of transportation is purely intrastate.

Bates to Manage Terminals Firm

Donald G. Bates, president of the Oregon Transfer Co., Portland, has been named general manager of Interstate Terminals, Ltd., which operates the Albers docks. He will continue operation of his warehousing property.

DEVELOPING NEW BUSINESS

Renting invalid chairs is a "natural"
as a household goods side line

By H. A. HARING

THE invalid chair, commonly spoken of as a "wheeled chair", is one of those items wanted badly by a family on rare occasions but a terrible nuisance about the house at all other times. As one rummages in the attic or the extra "store" room of large homes, especially in the country or the smaller towns, a wheeled chair will be discovered in a corner well covered with cobwebs and dust. Inquiry will elicit the information that "Grandfather sat in that chair the last year of his life" or "That old thing! It's never been used since I broke my hip back in 1911."

But, for the family living in an ordinary house of seven or eight rooms, the invalid chair can not be stored after the immediate need has passed, because the house does not afford space for it. And, in the city apartment, there is no possibility of keeping such a chair beyond the period of illness.

Yet the invalid chair is much used by convalescents, by those permanently crippled, by the old. Children are to be found in them often; one manufacturer tells me that nearly 30 per cent of all chairs made in this country are for children.

These chairs are used every day at railway terminals for the convenience of the sick or the crippled, in and out of trains; they are in demand for an hour or two for persons who must wait between trains and are unable to walk. They are used at seaside and similar resorts even by the able-bodied who prefer to roll along rather than to walk in the sun. The Chicago Exposition brought them into a new prominence to thousands of people who will never see Atlantic City or Palm Beach but who learned the downright comfort of saving the feet and avoiding a melted collar.

An invalid chair costs \$30-35 as a minimum. Probably \$50-65 might be set as an average price, although divided chairs or those

of wicker may cost up to \$100. The variety of models is surprising—probably 25 or 30, in addition to different sizes for children. The varieties run off into "gliders" more or less of the type seen on lawn or porch, these being designed for convalescents; or, as one maker puts it, "for the lazy ones who try to make out that they're sick."

When a patient returns from the hospital the need for an invalid chair smites the family out of a clear sky. The physician says: "You'll be wanting it for six or eight weeks; then you can walk."

Six to eight weeks is not so bad, for a person recently close to death. But a quotation of \$50 to \$75 when they telephone the local surgical supply house is another matter. Next day, when some one goes in to this supply house to look over what is available and to see whether something under \$50 is not to be had, he learns that "We'll have to order it for you; we have only three in stock and not one of them is what you want."

For, because of their bulk and because of the wide range of models and prices, even the surgical supply houses in the major cities make no effort to carry an assorted stock. The turnover is too slow, and, when a family requires an invalid chair, no substitution is possible. The only question is the skill of a salesman to dispose of what the house has on hand or to "sell up" to the higher priced goods. All the time, moreover, the purchaser really has need of the invalid chair for only a few weeks. The need is temporary.

TO meet this peculiar need some of our furniture warehouses have developed a rental service for invalid chairs as an adjunct of their business.

Such a warehouse buys invalid chairs of many types—large and small, for children and for tiny tots; "divided" as a rest for the

feet and limbs; chairs of mahogany and wicker as well as of oak and willow; chairs with all the gadgets of the city hospital's requirements; chairs with reading brackets; chairs with table-trays.

The ruling trade discount is about 40 per cent. This discount is of course allowed to the warehouse as it buys, so that the total investment is approximately two-thirds of the list price of the equipment.

A furniture warehouseman is perfectly set up to handle this business. His truck makes delivery at the residence; a careful man keeps the wheels from striking doors and the staircase. The warehouse is equipped to recondition a chair as quickly as it shows evidence of hard usage, so that as a chair goes out on rental it comes into the house with all the shine and glitter of a new article.

The name plate of the manufacturer has, of course, been carefully removed from the invalid chair and, in its stead, either the name plate of the warehouse or a stencilled identification of the warehouse. This plate is, as a rule, so located as to be directly before the eyes of anyone who pushes the chair about, thus using its conspicuousness as a constant reminder of a furniture house ready to serve the community.

The warehousemen learn that hospitals are inadequately equipped with these chairs. Indeed, in nearly every instance that has come to my attention, the hospitals are best customers. They find—I am told—that it is awkward to make a charge to a patient for use of such a wheeled chair while he is still in the hospital but that, when the need arises, it is simple to say that a chair may be had on rental basis by telephoning to such and such a furniture warehouse. Thus the hospital prefers to direct the patient to an outside agency for a service which, if it supplied at all, would be performed without revenue.

A few warehouses—actually

three so far encountered—have become sales representatives for one or more makes of these chairs. The manufacturers did not have local representation, or the local surgical supply houses were allied with rival factories. They gladly accept any agency likely to bring in sales where none had been before possible. This plan not only allows the warehouse a lower price for the chairs it requires for its own rental service but it brings to the warehouse trade-ins and used invalid chairs which the warehouse, for rental purposes, can use to advantage.

Rentals seem to range from \$3 to about \$6 a month, with no rental for less than one month's billing. The lower figure applies only to the cheaper sort of invalid chair or to children's chairs; for all ordinary purposes the going rate is \$5-6. In two cities, I am told, a "discount" is allowed the hospital for rentals within its buildings, this "discount" being in effect a "commission" of 20-25 per cent. Rentals within a hospital are, by all reports, the best sort of advertisement, for the reason that a patient usually will require a chair after quitting the hospital for his home and the most natural thing in the world is to continue patronage where the first chair was obtained. This is especially true because of the name plate of the warehouse on the chair used at the hospital.

Chairs rented from a furniture warehouse are always in prime condition. This appeals to sick persons. Indeed the "rented" chairs are a striking contrast to those usually found in the corridor of a hospital, these being, half the time, dented and scratched from careless usage. A sick person is extremely sensitive; to such an individual clean varnish and bright-looking rubber on the wheel are all important.

With some of these warehousemen an allowance is made whenever a rental becomes finally a purchase. Up to about six months of rental may be applied against purchase of the chair under contract, the usual rule being to allow one-half the sums paid for rent to offset the selling price of the chair itself. When sales are made, the mark-up from 60 per cent of list price to full list allows a bit more than 50 per cent profit on the warehouse's cost for the chair. This is a nice margin.

Solicitation by Mail

The business is advertised by at least two warehousemen.

They tell me that circulars and letters are sent to all physicians in the city and to all registered nurses. By personal solicitation the hospitals and surgical supply houses are kept informed of the service available in their community. One of these warehousemen has extended this direct-mail

effort to every physician and nurse within fifty miles and has been richly rewarded by a nice volume of business from outlying sections. For points beyond fifteen miles, or the established retail store free delivery zone, the initial month's rental is one-and-one-half times the going rate, the addition being a specific charge for delivery and pick-up of the chair.

The classified pages of the telephone directory are used by nearly all of these warehouses. It is a logical medium for this service.

Competition hardly exists, except when a rival warehouse in the community enters the field. The surgical supply houses, which ordinarily sell invalid chairs, have not the space to stock more than two or three. They cannot hope to carry an adequate stock; such orders as they receive are subject to shipment from factory or jobber. These houses have no interest or incentive to go into the rental of chairs; they are sales organizations and nothing else. The warehouse with a fair stock on hand soon corrals the local sales representation for one or several makes.

For the rental business itself only another warehouse is likely to compete for the business. Most communities have absolutely no facilities of the sort, there being no invalid chair rental available. For the furniture warehouse, this business is, as we have said, a "natural" development.

Avoid Guess Work When Mapping Sales Areas

(Concluded from page 17)

There you have it. Even the greatest concerns, able to think for themselves, modify their plan by what their rivals are doing. This does not mean they blindly copy one another's distribution. It proves, however, that they are considerably influenced. Competition, in other words, is another element in mapping the zones—to be applied after giving due weight to population and buying power and distribution and all other factors.

Now, inasmuch as the big fellows profit by learning what competition has found it wise to do, a smaller concern may as well begin where they leave off. In mapping zones, about as good a base as you can find is to lay off on paper the distributing centers and the area

covered from each of those competitors whom you meet most often in your selling. By discovering what they have learned, you profit by their hard earned experience; sometimes it is easier to modify and change a going plan than to initiate a new one for yourself.

Sixty or more national distributors can hardly be all wrong! Yet this number, within a month or two, have separately told me that "our competitors' plans" are duly weighed before they map, or alter existing maps, of their own distributing zones.

Long Island Warehouse Changes Ownership

The Kew Gardens Storage Warehouse, Inc., Kew Gardens, Long Island, N. Y., has purchased from the Queensboro Storage Warehouse, Inc., Jamaica, Long Island, one of the latter organization's fireproof units—a six-story steel and concrete building with 50,000 square feet of floor space. The structure is the newer of two units operated by Queensboro, and the Kew

Gardens firm will use it both for household goods and selected merchandise storage.

The Kew Gardens company has removed from the plant it operated at 120-08 Jamaica Avenue, Richmond Hill; but, because of having long been identified in the locality, has established general offices at 120-11 Jamaica Avenue.

MOTOR TRANSPORT

Classifications on Which Rates May Be Promulgated Are Planned by National Trucking Group

DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building.

INTERSTATE truckers meeting here early in July launched what is perhaps the most ambitious program ever undertaken in the history of highway freighting when they laid plans for classifications upon which rates can be promulgated.

In two days' discussion the assembled truckers, who came from a score of States and the District of Columbia, gave every indication that they appreciate the hugeness of the task, but optimism was the watchword.

Nothing in the nature of detail was attempted. This will be left to a committee to be composed of men experienced in rates and classifications, to be drawn from all sections of the country for the purpose of piecing together a composite of the industry's needs in this direction.

The classifications now in use by the railroads were considered by some as adequate and equally applicable to truckers, but the thought was not unanimous. Some leading highway operators favored a separate identity in all particulars, moulded to meet the differing requirements of the competing services—rail and highway.

Pending the formation of the classification committee, which will proceed slowly to insure a membership of the most experienced and technical men in the trade available, the interstate operators will look to their "steering committee" to advance the plan, they agreed.

This group came into existence at the two-day meeting with William E. Humphreys of this city as its chairman. The members serving with Chairman Humphreys, two representing each of the 12 regions into which the country is divided for trucking purposes are:

L. A. Raulerson, Jacksonville, and L. C. Bittick, Forsyth, Ga.,

representing Florida, Georgia, Alabama and Mississippi.

H. E. Howell, Taunton, Mass., and Percy F. Arnold, Providence, representing Maine, Massachusetts, New Hampshire, Connecticut, Rhode Island and Vermont.

R. W. Barnwell, Burlington, N.C., and L. J. Benton, Louisville, representing North Carolina, Virginia, South Carolina, Tennessee and Kentucky.

J. L. Keeshin, Chicago, and John W. Morrison, Akron, representing Ohio, Indiana, Illinois and Michigan.

C. S. Reynolds, Tacoma, and Clarence A. Garrett, Pocatello, representing Washington, Oregon, Montana, Idaho and Utah.

George F. Whitehead, Paterson, N. J., and Ted V. Rodgers, Scranton, representing New York, New Jersey and Pennsylvania.

R. J. Braun, St. Paul, and C. J. Williams, Milwaukee, representing Wisconsin, Minnesota, North Dakota and South Dakota.

R. A. Anderson, St. Louis, and F. R. Petty, El Dorado, Kans., representing Iowa, Nebraska, Kansas and Missouri.

Roy B. Thompson, San Francisco, and E. E. Chambers, Phoenix, representing California, Nevada and Arizona.

Evans Nash, Oklahoma City, and Fisher G. Dorsey, Houston, representing Texas, Louisiana, Arkansas and Oklahoma.

L. J. Russell, Douglas, Wyo., and Frank D. Shufflebarger, Albuquerque, representing Colorado, Wyoming and New Mexico.

John Smith, Sr., Huntington, W. Va., and Joseph Davidson, Baltimore, representing Maryland, Delaware, District of Columbia and West Virginia.

When the rates and classifications committee comes into existence the foregoing will have much of the preliminary work out of the way and probably will have a

recommendation on the subject of railroad classifications vs. independent classifications.

The principal paper on the subject of classifications was read by Frank I. Hardy, Boston, who has pioneered in this work in the eastern section of the country. He urged simplicity in make-up, with the principle of density of commodities carried playing the important part in reckoning costs.

While the subjects of classification and rates were the most important, they were not the only topics of discussion. L. A. Raulerson, Jacksonville, urged his colleagues to band together in a fight against oppressive taxes by State governments.

"Our State governments are as far apart in their tax treatment of our industry as the two poles," he keynoted.

Citing the fact that no amount of efficiency, scraping or service can control the tax expense item, he declared: "The time has come when the trucking industry must rebel!"

He contended there can be no justifiable criticism against taxing the users of highways and bridges for their proportionate share of such construction and maintenance as becomes necessary; or for the necessary costs of traffic regulation and kindred subjects.

However, Mr. Raulerson continued, there are numerous abuses and discriminations in tax.

Until there is greater uniformity in truck weights and sizes there can be little hope for greater reciprocity between States with respect to the free flow of freight in vehicles from other States. William Clark, Philadelphia, counseled the gathering. He pointed out that absence of uniformity is one of the arguments mainly used by motor vehicle departments to justify discriminations against out-of-State trucks. He suggested the operators devote more thought to this subject, and gave them the

TATION

Department Conducted by
F. Eugene Spooner

following picture of the problem to be tackled:

There are 10 different permissible maximum heights of trucks, ranging from 11 to 15 feet.

There are five different width limitations, ranging from 84 inches to 108 inches.

There are 11 different allowable lengths for trucks, ranging from 26½ feet to 60 feet; 13 for tractors and semi-trailers, ranging from 30 feet to 85 feet; and 10 for truck-trailers — where permitted — ranging from 38 feet to 85 feet.

The gross weight maximums for a single unit range from 14,000 pounds to 49,000 pounds in 17 different variations; on combinations, there are 24 different maximums, ranging from 14,000 pounds to 118,080 pounds.

The trucking industry's \$100,000,000-a-year insurance bill was taken up by Maurice Tucker, South Bend, Ind., who ascribed several reasons for this operating expense, which now exceeds the tax costs, including gasoline taxes.

One of the principal causes, he pointed out, is the fact that the industry is comparatively new and trucking risks have not yet been given specialized treatment. Linked with this, he said, is the fact that many insurance companies are heavy holders of railroad bonds and do not have a natural inclination toward reducing the operating costs of a competing medium.

On the question of compulsory insurance Mr. Tucker advised the industry "to move with extreme caution." Careful operators might be found to be penalized for those who are not careful, he warned.

Allan J. Wilson, Boston, added the suggestion that a well-planned and enthusiastically backed safety campaign will do much to cut down accidents with life and property loss, and will be directly reflected in insurance costs.

Numerous other papers were read, followed by an open forum for discussion of industry problems.

—James J. Butler.

—The personnel of the "steering

Is This the Standard Truck of the Future?



A NEW rail-highway motor truck, loaded with rubber tires from the plant of the B. F. Goodrich Company and consigned to its warehouse in Cleveland, recently made a successful test run from Akron to Cleveland over the Baltimore & Ohio railroad tracks, turned off the rails at West Third Street, and proceeded to its destination.

This unit, made by the Hendrickson Motor Truck Company for C. C. Nugent of the General Transportation Company, Boston, developer of this road-rail truck idea, has combination wheels which carry special truck tires de-

veloped for this purpose by Goodrich engineers. The tires are mounted beside steel flanged railway wheels.

The truck is driven on the rails at any crossing. The rubber tires are then deflated and the truck thus settles down with its steel wheels on the tracks. The front wheels are locked when the truck is on the tracks and the driver has no steering to do.

When the truck arrives at its rail terminus, tires are inflated simultaneously from the engine by the same air system used for brake operation.

committee" mentioned in the foregoing Washington correspondence includes warehousing executives.

The committee's chairman, William E. Humphreys, is president of the Jacobs Transfer Co., Inc., Washington, D. C., and Baltimore. L. A. Rauler is president of the Coast to Coast System, Inc., Jacksonville, owned by the Brown Transfer & Storage Service, Inc., West Palm Beach, Fla. Percy F. Arnold is president of the Cole

Teaming Warehouse Co., Providence. C. A. Garrett is president of the Garrett Transfer & Storage Co., Pocatello. E. E. Chambers is secretary of the Chambers Transfer & Storage Co., Phoenix. F. G. Dorsey is owner of the Patrick Transfer & Storage Co., Houston. F. D. Shufflebarger is president of the Shufflebarger Transfer & Storage Co., Albuquerque. Joseph Davidson is president of the Davidson Transfer & Storage Co., Baltimore.



DODGE'S NEW 3-TONNER HAS OUTSTANDING FEATURES

A NEW series of 3-ton trucks has been placed in production by the Dodge Division of Chrysler Motors, Detroit. This line is particularly adapted to semi-trailer and van operation. In appearance and other distinguishing features, the 3-tonner is similar to the other models—namely, the $\frac{1}{2}$, $1\frac{1}{2}$ and 2-tonners.

Three standard wheelbases are supplied: 152, 170 and 188 inches. Chassis prices start at \$1,695 for the 152-inch equipped with 8.25/20 tires, duals rear.

In appearance, attention to driver comfort and convenience, the series has several features. Radiators are slanting, as in the latest passenger cars; driving compartment may be aired through an adjustable cowl ventilator; tilted windshield is opened by means of a single crank; cab seats are wide, deep and comfortable; seats are adjustable; upholstery is durable; and rear window is large, an important safety factor.

Frame is of hot-rolled steel; frame side rails, tied together by



A feature of the engine cooling system is an automatic thermostatic temperature control through which the cooling water is by-passed and prevented from circulating through the radiator until it has reached the temperature of usual engine operation.

six cross-members (five on the shorter wheelbase model) are $8\frac{9}{32}$ inches deep, $2\frac{1}{8}$ inches wide and $5/16$ inch thick; overall length of the longest frame is $272\frac{7}{16}$ inches, allowing considerable diversity in wheelbases, body types, loading features and other details.

Axle construction and design have been given particular care. Front axle, of heat-treated carbon steel, is of I-beam cross-section, 3 inches high and $2\frac{1}{2}$ inches wide. Front wheel bearings are the roller type. Steering knuckle, arms and pivots are of special steel, the pivots moving in copper-lead bushings. Tie rods and drag links have been given liberal safety factors in materials and dimensions.

Rear axle is full-floating, the housing being a welded steel square-tube type. Brake flanges are welded to the rear axle tube. The spiral bevel ring gear of the final drive has a $14\frac{1}{8}$ -inch diameter with a $2\frac{3}{16}$ -inch face. A special thrust screw minimizes

sideplay in the ring gear, and the drive pinion is straddle-mounted and supported in adjustable taper roller bearings.

A feature of the rear axle is the number of bearings employed in it; there are nine—two inner and two outer axle bearings, two differential bearings, two outer and one inner pinion bearing.

Axle shafts measure $1\frac{11}{16}$ inches at the center and $1\frac{1}{87}$ inch at the 16-spline end.

Final drive ratios are 7.4 to 1, 6.8 to 1, and 6.166 to 1. A double-reduction unit, ratio 8.21, is also available at extra cost.

Leakage of lubricant from rear axle bearings is prevented by a step-cut grease-sealing ring similar to a piston ring. This ring is situated next to the larger diameter of the outer axle bearing and is compressed, like a piston ring, when it is made to enter the hub. Unlike a gasket, the metal seat does not change its shape.

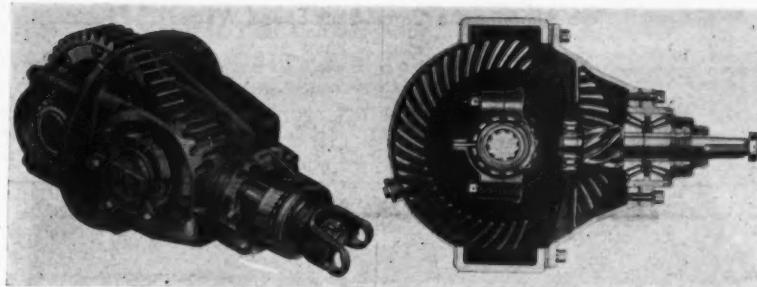
Axle ratios and those of the five-speed gearset are balanced so as to give practically the advantages of a 2-speed rear axle, as the fourth speed also is silent and is intended to be used as a second high gear.

All transmission gears are of molybdenum steel. The ratios, together with the four final drives, give the following combinations:

Transmission Ratios	Final-Drive Ratios			
5th—direct	7.4	6.8	6.166	8.21
4th—1.478	10.98	10.048	9.118	12.134
3rd—2.395	17.728	16.28	14.767	19.662
2nd—4.38	32.412	29.78	27.007	35.959
1st—7.58	56.292	51.54	46.738	62.231
Reverse—6.10	45.14	41.48	37.612	50.081

From the gearset the power of the engine is conveyed to the rear axle through a tubular propeller shaft with cross-and-trunnion type roller bearing universal joints.

Front and rear springs are semi-elliptic, of carbon-molybdenum



For unusual service conditions involving continued handling of maximum loads over steep grades, Dodge offers this double-reduction unit. The ratio of the unit is 8.21 to 1.

Rear drive and differential carrier assembly of the Dodge standard 3-ton truck. Drive gears are generous in size, the ring gear being $14\frac{3}{8}$ in. in diameter, with $2\frac{3}{16}$ in. face.

steel. The front springs are unusual in having their shackles not in the rear of the spring, as is con-



Convenience and safety are keynotes in the layout of the instrument panel of the standard 3-ton. Note windshield control, and the centralized, large, easily read instrument dials.

ventional practice, but in front. Steering is made steady to a remarkable degree, it is stated, and so-called wheel fight is eliminated

through this change in shackle mounting.

The steering system is of the worm-and-sector type, with 23.2 to 1 ratio. The steering column is adjustable. The steering wheel is 18 inches in diameter.

Two sets of brakes are provided—4-wheel, pedal-operated and booster-actuated hydraulics for service, and a lever-controlled mechanical brake for parking. The hydraulic service brakes are of the step-cylinder type, cylinder diameter being larger for the rear shoe of each brake setup in order to equalize the service life of the brake lining on both shoes. The brake booster, of the vacuum-suspended type, has a bore and stroke of $7\frac{1}{4}$ by 8 inches.

The statement is made that with the service brakes of the Dodge 3-ton trucks, employing a 7 to 1 pedal ratio and the booster, it is never necessary to exert a pedal pressure of more than 150 pounds for an emergency stop.

The parking brake is located at the rear of the transmission; it is external-contracting and controlled by a conveniently situated hand lever. The parking brake drum is $9\frac{1}{4}$ inches in diameter, giving a friction contact of 72.81 square inches.

The powerplant is a high-efficiency 6-cylinder L-head $3\frac{1}{8}$ x 5-inch engine, having a piston displacement of 309.63 cubic inches, an SAE or license rating of 31.54 HP, and a torque of 200 pound-feet at 1100 RPM. The cylinder block material is nickel chrome molybdenum iron, and the compression ratio is 4.7 to 1.

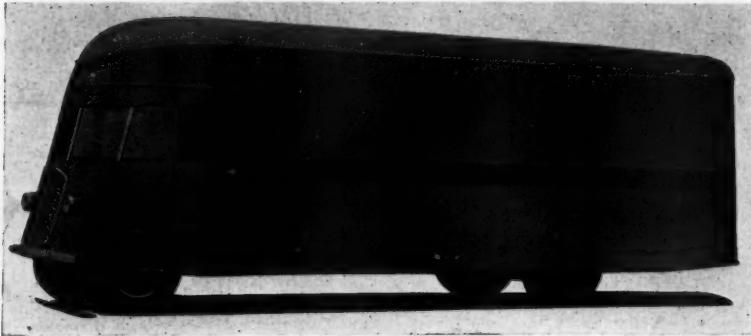
Stamina and long life appear to have been paramount considerations in the design of the engine. One instance of this is the drop-



Rear wheel bearing lubricant is retained by a unique oil seal in the form of a step-cut ring similar to a piston ring.

The front springs are unusual in having their shackles in front instead of in the rear. Steering is steadied.

Reo Announces a Camel-Back Speed Wagon



SUGGESTIVE of the trucks of tomorrow are the lines of the new Reo metropolitan type Speed Wagon, designed for easier handling in congested traffic.

Cab over the engine construction permits use of a 15-foot body with the same wheelbase and same over-all length as a conventional truck with a 12-foot body.

With full-rated load the gross weight of 13,500 pounds is 35 per cent on the front wheels and 65 per cent on the rear.

The engine hood is well insulated to protect the driver from heat and fumes. Hood side panels are easily opened to give access to the engine and its removal as a unit with gearset and radiator.

forged crankshaft, which is 36 9/32 inches long, weighs 100 lbs., has twelve counterweights to smooth out vibrations, and turns in seven bearings the total contact area of which is 96.9 square inches. Similarly, the camshaft, of hot-rolled carbon steel, revolves in four bearings with a total area of 29.05 square inches.

Engine pistons are of the steel-strut, slotted skirt type. Piston material is a special light-weight aluminum alloy. Compression is safeguarded by four compression and one oil control ring, all located above the piston pin.

Oval-head exhaust valves of high nickel chrome tungsten alloy steel, seating on tool steel inserts—and flat-head inlet valves of chrome nickel steel are used. All valve guides are removable, for quick servicing. Valve tappets, of cold-drawn steel, are of the mushroom type.

Connecting rods are of I-beam section, with thin-wall bearings of babbitt-lined steel at the big ends. Piston pins are clamped into the upper ends of the rods.

Engine lubrication is obtained by oil pressure of 30 to 35 lbs., furnished by a pump driven from the camshaft and controlled by a relief valve. The pump forces oil to the main, connecting rod and camshaft bearings. Positive oil-spray lubrication through indexed openings in

the connecting rods is employed for the cylinder walls and the piston pins. Engine oil is kept free from impurities by an automatic filter mounted on the engine.

Efficient cooling water circulation is maintained by a belt-driven centrifugal pump which forces 10 gallons of water through the entire cooling system at 1000 engine revolutions per minute. Satisfactory cooling is further assured by a 21-inch 4-blade fan driven by a double belt. A feature of the engine cooling system is a thermostatic water temperature control through which the water is bypassed and prevented from circulating through the radiator until it has reached the temperature of normal engine operation.

A spring-cushioned clutch with 13-inch single plate passes the power of the engine on to the transmission. Clutch facing is of woven asbestos and has a friction area of 177.82 square inches. The clutch throw-out bearing is lubricated through a grease tube leading to the outside of the clutch housing.

The fuel system comprises a camshaft-driven pump conveying fuel from a 25-gallon side-mounted main tank, through a filter, to a 1 1/4-inch carburetor guarded by an efficient air cleaner. There is a governor, limiting the engine's speed to 2800 R.P.M.

Included in the electrical system are a 136 ampere-hour storage battery, a high-tension ignition coil, an automatically advancing and retarding ignition distributor, a generator of 21 amperes capacity, a starting motor engaging with the flywheel rim through a 13.77 to 1 gear ratio, a powerful horn of the vibrator type, headlamps of the two-filament depressed beam type, parking-light bulbs located inside the headlamps, stop light with hydraulic pressure switch control, and indirect instrument panel lighting.

Tire equipment includes front tire sizes ranging from 8.25/20 ten-ply to 9.75/20 twelve-ply; rear tire sizes range from 8.25/20 ten-ply dual to 9.75/20 twelve-ply dual.

Other dimensions, not specifically mentioned in preceding paragraphs, are: over-all length (188-inch wheelbase) including front bumper, 275 3/16 inches—back of cab to end of frame (188-inch wheelbase) 161 inches—width over dual tires (9.00/20 tires), 89 1/2 inches.

Aero Mayflower Applies for Certificate in California

THE Aero Mayflower Transit Co., with headquarters in Indianapolis, has filed an application with the California State Railroad Commission for a certificate of public convenience and necessity to operate a motor van line service as a common carrier throughout virtually the entire State.

The service would be for transportation of household goods, personal effects, furniture, fixtures, office furniture, antiques, musical instruments and other household and office equipment, packed, crated and unpacked.

In its application Aero Mayflower set forth that there are various warehouse companies engaged in the storage of household goods and furniture and operating in direct competition with the depositories of the Bekins Van & Storage Co. and the Lyon Van & Storage Co., and that to solicit and enjoy any long distance moving business in large and small lots these other warehouse firms, members of the Mayflower Warehousemen's Association, are obliged to give their business to their direct competitors, Bekins and Lyon, with the result that the originating Mayflower concerns lose their identities and the value of their extensive advertising and solicitation; it is for the Mayflower-affiliated companies that Aero Mayflower Transit desires the privilege set forth in the application.

New Weight Tax Law in Indiana

AN Indiana weight tax law effective July 1 is on the basis of 60 cents a hundred pounds or major fraction thereof. It is figured on the gross weight and includes all types of motor freight equipment.

It is now unlawful for a motor carrier engaged in interstate or intrastate haulage to operate unless the fee has been paid. Plate or tag must be displayed on vehicle to show tax has been paid. The fee applies regardless of whether any license fee or tax has been paid in another State.

In addition, the owner must pay his state license fee and other taxes.

The fee of 60 cents a 100 is computed from Jan. 1 but if an operator puts his vehicle in operation after that date the annual fee is reduced by one-twelfth for each elapsed month of such year. For instance, if he puts a unit into operation on Dec. 1, he would pay 5 cents a 100 pounds; if on Feb. 1, 55 cents a 100.

These fees paid into the State treasury are to become a part of the general fund; to be credited to the State highway fund quarterly; to be used by the State Highway Commission for the construction, maintenance and repair of the State highways, "except so much thereof as may be appropriated for the expenses of administering this act."

Rhode Island Regulates For-Hire Motor Trucks

ARHODE ISLAND law supervising transportation of property in for-hire trucks became effective July 1. The main provisions are as follows:

Common carriers are forbidden to operate on the public highways unless they are granted certificates by the State Commission, after a hearing.

A schedule of rates and charges must be filed coincidentally with the filing of application for a permit. Such rates must be shown to be compensatory and not less than the cost of performing such service. These rates will be subject to review by the Commission.

Contract carriers are subject to the same regulation generally as common carriers.

There is a "grandfather" clause protecting those already in operation, whether contract or common carrier, but both must conform to the regulations of the Commission in regard to rates and routes.

Interstate carriers must apply to

St. Paul Terminal Adds Streamline Trucks



FOR merchandise distribution the St. Paul Terminal Warehouse Co., St. Paul, has purchased these three new-type streamlined 3 to 4-ton International trucks. Each is used with a semi-trailer 20 feet long, 8 feet wide and 7 feet high. The units are painted yellow, with lettering in black. The company operates 60 trucks and 38 trailers,

and 52 of the former are Internationals.

The newly-purchased trucks will be used in carrying out contracts with the Great Northern Railway Company for transporting goods between various points in the Twin Cities as a substitute for trap-car service.

the Commission for hearing or permit. The Commission can make reasonable rates with respect to operations within the State.

Evidence must be furnished of financial ability to pay at least \$5,000 damages for death or injury to one person; \$10,000 for death or injury or personal injury to two or more in the same accident; and \$1,000 for property damage. Evidence may be in the form of insurance, bond or guarantee. Penalties, at the discretion of the Courts, are set at not more than \$200 for each separate offense and not more than one year's imprisonment.

Protest Against Competition

**DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building.**

A"MAIL-BAG" protest to the Government against wholesale purchase of motor trucks to compete with the vehicles of private operators has been launched by the trucking industry.

Recently the Department of Agriculture bought 18,000 trucks, but temporarily quieted a rising tide of protest on the part of operators with the assurance that these will not be used in competition with private operators. The contrary has been found to be true, however, especially on highway construction jobs; and with announcement that more trucks are to be contracted for, it was decided to enter a vigorous protest, backed by operators in all States.

—George H. Manning, Jr.

Rodgers Suggests Safety "White Collar" Group

**DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building.**

CREATION of a "white collar" project under the works-relief administration, charged with the responsibility of coordinating highway safety in the 48 states, has been suggested to President Roosevelt by Ted V. Rodgers, president of American Trucking Associations, Inc.

The funds could be taken from that portion of the work-relief money set aside for educational purposes, Mr. Rodgers suggested. The program would make safety experts and others available to supplement State agencies.

Mr. Rodgers pointed out that the motor truck accident curve has been following a downward trend in recent years, but reminded the situation is still one "of great national concern."

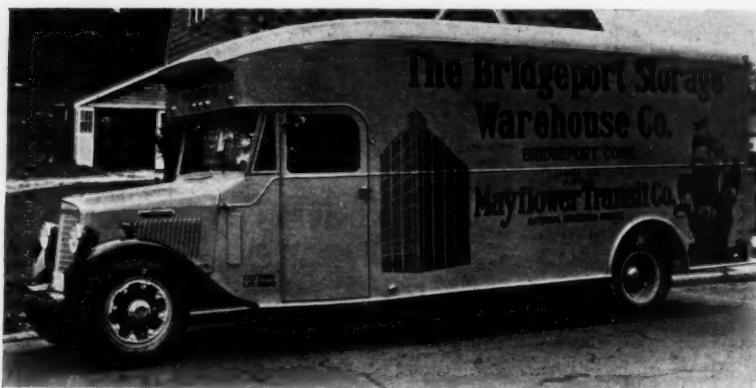
—H. M. Manning.

How Nuisance Taxes Affecting Trucking

**DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building.**

THE "nuisance" tax extension resolution, which will levy a \$237,000,000 per year burden upon products consumed principally by highway users, has been signed by the President. The measure provides for a two-year extension,

Bridgeport Firm Adds De Luxe Streamline Van



FOR use in removals of household goods the Bridgeport Storage Warehouse Co., Bridgeport, Conn., has placed in operation this International Model C-40 with special 215-inch wheelbase chassis with hood and cowl rebuilt in order that the de luxe body might be effectively streamlined. Tires are 825/20.

The body was built by the Gerschlager Co., Wooster, Ohio, and contains approximately 1025 cubic feet with tail gate load; with doors

closed, about 875 cubic feet. Inside measurements are 16 feet for length and 7 feet for height; and outside width is 96 inches. There are double full-length doors in the rear, with a 36-inch outside tail gate. Equipment includes electric windshield cleaner, rear view mirror, and the necessary lighting appendages to comply with Connecticut laws.

Painting and lettering are in the Aero Mayflower Transit Co. color combination.

compared with the one-year continuation agreed on last year.

The Federal gasoline tax of one cent is estimated to reap the largest harvest—\$170,000,000—during the fiscal year beginning July 1. Estimates of the annual revenue to be derived from other imposts directly affecting the trucking industry are: lubricating oil, \$28,000,000; tires and tubes \$27,000,000; motor trucks, \$6,300,000; and automotive accessories, \$6,200,000.

Continuance of the Federal gasoline tax was agreed upon despite strenuous opposition by petroleum and highway interests and by a number of Congressmen who had assailed the tax as unfair.

—George H. Manning, Jr.

A Texas Court Ruling

A Texas firm which does a large amount of shipping recently leased a fleet of trucks. The State attempted to enjoin the company from operating those trucks without obtaining certificates and permits required of contract motor carriers.

The shipping company countered with the contention that the trucks under lease were, in effect, its own property.

The Supreme Court of Texas upheld that contention without dissent.

of 15-load weight groups into which the rates are divided, from 1 to 10,000 pounds. Dockage charge, covering both loading and unloading, is to be applied once only but is in addition to the weight-mileage charges specified.

Movement Under Way to Have AVL, Aero Mayflower, UVL, Form Trucking Unit of ATA

DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building.

NEGOTIATIONS are under way to bring furniture movers under American Trucking Associations, Inc., as a unit of that federation, in a move which, it is believed, would do much to end the strife which has gone on between the two groups for several years and which was greatly intensified by dispute over NRA code govern-

ment. John L. Wilkinson, president of Allied Van Lines, Inc., and operator of Carolina Transfer & Storage Co., Charlotte, N. C., is leading the movement within the trade, and ATA stands ready to call an organization meeting when notified that the time has arrived for actual affiliation, it was announced here.

Mr. Wilkinson is understood to speak the sentiment of several hundred companies associated with the organization which he heads. He has surveyed the field, and while no official statement on the results of his study has been made, the fact that he is negotiating with ATA is taken as proof that the response was favorable to the idea. Should a considerable membership of Allied Van Lines vote to affiliate with the central organization here, the persuasive effect upon many others in the same field would be great, it is believed.

Demise of the Blue Eagle eliminated the chief battleground that had existed between the movers affiliated with National Furniture Warehousemen's Association and those in ATA. An organization meeting to bring about what, in effect, is an amalgamation of the two would have been held earlier, it was stated, had it not been for the fact that the Wheeler-Rayburn bill was in process of enactment, occupying the attention of all interstate truckers to the exclusion of other trade matters.

When the meeting is called by American Trucking Associations a general invitation will be issued and it is expected to bring to Washington many affiliated with National Furniture Warehousemen's Association, Mayflower, United Van Lines and others.

Formation of a separate unit for

furniture movers under ATA will not necessitate the dissolution of any of these organizations although the scope of their activities presumably would be narrowed.

—James J. Butler.

I.C.C. Says Railroads Cannot Fix Rates Which Violate Its Section 4

DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building.

THE trucking industry won a smashing victory when the Interstate Commerce Commission ruled late in July that railroads cannot with one fell swoop break down Section 4 of the ICC Act merely to improve their competitive position with reference to motor and water carriers.

The Commission declared exemptions from Section 4 may be had only in special cases; they may not be granted to cover general situations. Further, the Commission said: "Truck competition does not justify departures from the aggregate-of-intermediates provision to establish reduced rates at an intermediate point."

In the instant case, railroads in Official Territory sought authority to establish, between points in that territory, rates on merchandise in shipping containers and in mixed carloads without observing the requirements of Section 4. The original application asked blanket permission to cut rates as much as 40 per cent to overcome truck competition, but upon oral argument this figure was advanced to 70 per cent.

"Declaratory" Ruling

The victory was regarded important to truckers not only because of its effect in the case at hand but because it was a declaratory decision on Section 4. Overruling the railroads, the Commission said:

"The prohibition of Section 4 against the charging of a greater compensation as a through rate than the aggregate of the intermediate rates is absolute, except in cases which, upon application by the carriers and investigation by us, disclose special situations justifying relief from the provisions of law."

"In our administration of the fourth section in connection with competitive adjustments we have rigidly safeguarded two general principles. They have usually been stated in connection with applications for relief from the long-and-short-haul clause, but they are equally applicable here. First, the competition relied on to differentiate the through traffic from that from or to the intermediate point

must exist as to the one and not as to the other, or in different degrees, and must be compelling and beyond the control of the rail carrier to avoid. Secondly, the rate adjustment proposed must be appropriate to meet the competitive situation which exists, and the competitive rate must not be lower than necessary to meet the competition.

"Truck competition does not justify departures from the aggregate-of-intermediates provision to establish reduced rates at an intermediate point, if the through traffic is subject to competitive influences to the same extent as is that from or to the intermediate point. All of these considerations involve questions of administrative judgment reposed in us by Congress when it left to us the determination of the special case justifying relief from the provisions of Section 4. We cannot avoid that responsibility but must continue to examine the situations brought to our attention to the end that these principles be given continued vitality.

"The application before us is not directed to any special situation but is general in character and scope and indefinite as to detail. What is said to be true with respect to truck competition in the territory in question undoubtedly applies with but variations of degree to every section of the country. The same arguments could readily be made for universal relief as to truck-competitive rates. Obviously this is not the statement of a special case, but rather is an attempt to convince us that under present truck-competitive conditions the rail carriers should not be required to comply with this provision of law but should be given by our order a general exemption from the operation of an otherwise mandatory statute. The jurisdiction invoked is legislative, and not administrative. A general case, and not special cases, is before us."

—James J. Butler.

Salt Lake Chamber Supports Warehousing in Liquor Case

The Salt Lake Chamber of Commerce has adopted a resolution protesting against storage of liquor under bailment in the warehouse of the Utah Liquor Control Commission. The memorial asked Gov. Blood to see to it that liquor stocks not actually owned by the State be stored in public warehouses.

As pointed out in the July *Distribution and Warehousing*, the Utah Commission leased a building for warehouse purposes and refused to give public warehousing any consideration in the storage and handling of liquor.

A New Recovery Law Is Enacted by Wisconsin

GOV. PHIL LA FOLLETTE of Wisconsin has signed the Vaughan bill re-enacting the State Recovery Act. The major difference between the new Act and the old law, which was declared unconstitutional by the State Supreme Court in March, is that under the Vaughan measure the right to institute and administer codes has been taken from industry and placed in the hands of the Governor. The measure became effective following its publication on June 25.

Approximately twenty Wisconsin industries, including the merchandise warehousing and household goods storage and furniture moving trades, operated under codes under the old Act. With the issuance of general instructions and restrictions governing the moving business by the Wisconsin Public Service Commission, it is doubtful whether this division of the industry will apply for a code under the new law. The Commission's order, effective Aug. 1, sets rates similar to those under the State code. Also the warehousing industry in Wisconsin is too small to support a code of its own and is not expected to apply for one under the new Act.

Word Portrait of C. A. Ullman as Etched in Family Album

(Concluded from page 25)

He is a member of the National Furniture Warehousemen's Association, the Allied Van Lines, the American Chain of Warehouses Distribution Service, Inc., the Illinois Association of Merchandise Warehousemen, the Illinois Furniture Warehousemen's Warehousemen, and the Central Illinois Warehousemen's Association. Mrs. Ullman says, indeed, he belongs to everything but the "pantatorium."

Aside from all this he is interested in philanthropy, being president of the Jewish Charities, a director of the Methodist Hospital, a director of the Salvation Army, and a member of the executive board of the Red Cross. All he needs, he says, is a membership in the Knights of Columbus to be completely all-sectarian. His activities leave him little time for business but he does manage a bit of golf.

There are two Ullman children—a son, Jerome, who is associated with his father in the Federal Warehouse Company, and a daughter. Both are married.

Association news of
national interest

TRADE GROUP ACTIVITIES

Canadian Group Chooses Pickard as President; to Seek a Receipts Law

THE Canadian Storage and Transfermen's Association held its seventeenth annual meeting at the Royal Alexander in Winnipeg on June 18 and 19 and elected officers and directors as follows:

President, William Pickard, treasurer W. J. Pickard, Ltd., Toronto.

Merchandise Division Vice-president, George S. Peacock, secretary Peacock-Pounder, Ltd., Regina.

Household Goods Division Vice-president, W. G. Kenwood, president Kenwood's, Ltd., Montreal.

Cartage Division Vice-president, E. O. Wallace, manager Pacific Cartage & Storage Company, Ltd., Calgary.

Highway Transport Division Vice-president, George Holmes, Winnipeg.

Cold Storage Division Vice-president, Aubrey S. Duclos, president Edmonton Cold Storage Co., Ltd., Edmonton.

Secretary, Elmer Johnston, president Johnston National Storage, Ltd., Vancouver.

Treasurer, J. O. MacCallum, partner Saskatoon Cartage & Warehouse Company, Saskatoon.

Directors: for Alberta, R. C. MacCosham, president MacCosham Storage & Distributing Co., Ltd., Edmonton; British Columbia, Fred Crone, president Crone Storage Co., Ltd., Vancouver; Manitoba, George H. McKeag, president Security Storage Company, Ltd., Winnipeg; Ontario, C. F. Basil Tippet, president Howell Warehouses, Ltd., Toronto; Quebec, John B. Baillargeon, president J. B. Baillargeon Express, Ltd., Montreal; Saskatchewan, Vice-President Peacock.

Roy Wrigley, publisher of *Canadian Storage and Transfer Magazine*, Vancouver, continues as executive secretary.

A committee was created, comprising Mr. Johnston, Mr. Crone and Mr. Wrigley, to initiate proposed legislation for a Uniform Warehouse Receipts Act and the licensing of warehouses in order to head off subsidiary warehouses.



William Pickard, newly-elected president of Canada's national warehousing association.

Code Principles Are Being Maintained in Cleveland

THE Association of Cleveland Warehousemen has a gentlemen's agreement among members to uphold the NRA principles relating to wages, hours and tariffs. The group has been continuing its informal luncheon meetings through the summer and members advise that prices have been generally upheld since the Code was ruled out by the Supreme Court decision. Conditions to date are satisfactory and better business is reported by many.

In the furniture warehousing field, the situation to date is likewise satisfactory. Members of the Cleveland Furniture Warehousemen's Association are making every effort to uphold prices and reports indicate there has been little chiseling.

Construction of new single homes is gradually increasing in Greater Cleveland and other conditions favoring the moving and storage business are improving.

Kansas City Group Appeals to I.C.C. to Prevent Rail- road Unloading Below Cost

THE Kansas City Warehousemen's Association has petitioned the Interstate Commerce Commission to suspend the Western Territory railroad rule whereby the rail carriers would be permitted to load and unload shipments for 2½ cents a hundred-weight. This rate is declared to be below actual cost of performing the service and to constitute unfair competition with warehousing. The plea to the Commission reads:

"The railroads have published, effective August 1, 1935, in item 120-G, Supplement 151, L. E. Kipp ICC A-2202 (as indicated by reduction mark included therein), a provision which will allow freight transported under Item 418, same tariff, to be loaded into or from vehicles at freight house doors of the line haul carrier, at a charge of 2½c per 100 pounds.

"Item 418 and its reissues (Item 418-S is in effect at present) provide for hauling freight, all kinds, in straight or mixed carloads, at minimum weights varying from 10,000 pounds to 40,000 pounds, at rates ranging from 72 per cent to 44 per cent of the Class I rates.

"This petitioner asks suspension of Item 120-G for the reason that the charge proposed for this service that is 2½c per 100 pounds, is less than actual cost of performing the operation of loading freight into or unloading freight from cars at freight houses, and if allowed to go into effect will burden other traffic and result in unreasonable rates, in violation of Section 1 of the Interstate Commerce Act.

"This petitioner believes it is a sound theory of transportation economics that the charge for every operation performed should include cost of operation plus a reasonable profit.

"The members of this petitioner operate merchandise warehouses at Kansas City, in which they give the public various services in the way of storing merchandise, loading and unloading and distributing carload freight, etc. They have nothing with which to maintain

themselves except the revenue which they obtain from such services, and they cannot treat their various services as an adjunct or accessory service in order to secure business for their other facilities, but must operate and survive or perish upon the revenue which they obtain for the services they render.

"If Item 120-G of this tariff goes into effect the situation will be that the railroads have set themselves up as competitors to the members of this petitioner in loading and unloading carload freight. While such competition might be proper and within the province of railroad companies, still a different situation is presented when this service is offered by the railroad companies at a charge less than the actual cost of operation.

"Less Than Cost"

"This charge of 2½c per 100 pounds, or 50c per ton, proposed by the railroads for this service, actually is less than the cost of operation, as evidenced by the findings of the Merchandise Traffic Report of the Federal Coordinator of Transportation, dated March 22, 1934, wherein are briefly summarized the various expenses incurred by the railroads at principal points in the western district for handling less-than-carload freight across their platforms. Loading and unloading carload freight at stations is very similar to the handling of less-carload freight. The platform expense, that is to say the labor cost, of handling less carload freight at the various points shown in the western district is, on the average, 7½c per ton. This does not include the average miscellaneous expense of 7c per ton, nor the station expense of \$1.55 per ton. The cost for handling at Kansas City is shown in that report as follows: platform expense, 85c per ton, which does not include miscellaneous expense of 11c per ton, nor station expense of \$2.02 per ton.

"In other words, loading and unloading merchandise cars at the Kansas City freight houses, for actual labor alone, costs 85c, including no overhead. 85c per ton is 4.25c per 100 pounds, as compared with the proposed charge of 50c per ton, or 2½c per 100 pounds.

"There was before this Commission, in Ex Parte 104, Part VI, an investigation of the railroads in the New York metropolitan area relative to their operations in the storage and warehouse business; in that case it was shown that the railroads operated warehouses and gave storage at charges which caused them considerable loss, on

the theory that giving such service would attract line haul traffic. In its decision in that case, 198 ICC 134, the Commission condemned such practices. The practices which the carriers propose to inaugurate at Kansas City, under the tariff hereinbefore mentioned, we believe are akin to the practices of the carriers in New York City in connection with warehousing. In New York the carriers furnished warehousing at charges less than reasonable, while under the proposed tariff the carriers will load and unload carload freight at freight stations at charges less than the actual cost of operation, resulting in rates unreasonably low, which will burden other traffic, which other traffic will be obliged to make up these deficits, if such deficits are to be made up at all.

"The tariff would amount to unfair competition with the members of this petitioner, that is, the warehouse industry at Kansas City, in that the railroads will perform service at less than cost and at charges less than similar services can be performed by members of this petitioner, who must receive therefore the cost of operation and some profit, or fail to survive.

"Because the charges proposed are unreasonably low and will prove a burden on other traffic, and for the other reasons set forth herein, this petitioner prays that the Commission issue an order suspending Item 120-G, Supplement 151, L. E. Kipp Tariff ICC A-2202, effective Aug. 1, 1935, and set the matter for investigation calling upon the railroads to prove by proper and sufficient evidence what a reasonable charge covering full cost plus some profit should be for the service of loading and unloading carload freight at freight stations in Kansas City, handled under Item 418-S of L. E. Kipp's Tariff ICC No. A-2202."

The petition is signed by the Kansas City W. A.'s president and secretary, Frank M. Cole and A. E. Brooks.

Connor Heads Reorganized Van Group in Detroit

UNDER a reorganization effected by the Detroit Van Owners' Association, which now has a membership of more than a hundred companies, H. A. Connor, president Wayne Storage Co., has been elected president. William Ivory, of the John F. Ivory Storage Company, Inc., is vice-president, and William Wilson, of Wilson Brothers, is secretary.

H. B. Woodhull, formerly owner of the Grand River Express, has been named the group's field secretary with offices at 3328 Joy Road, the address of the Wayne firm.

A. W. Meyer Heads Illinois F. W. A.

THE Illinois Furniture Warehousemen's Association held its annual meeting at the Traffic Club in Chicago on June 17 and elected the following officers:

President, A. W. Meyer, treasurer Federal Fireproof Storage Co., Chicago.

Vice-President, J. J. Barrett, secretary Empire Warehouses, Inc., Chicago.

Secretary, M. D. Snedicor, proprietor Midway Fireproof Storage, Chicago.

Treasurer, George A. Julin, Werner Bros.-Kennelly Co., Chicago.

Directors, W. S. Conklin, operating executive Jackson Storage & Van Co., Chicago; James L. McAuliff, secretary David Fireproof Storage Warehouses, Chicago; Joseph L. Corcoran, president Evanston Fireproof Warehouse, Evanston; John J. Joyce, president Joyce Brothers Company, Chicago.

Trask Again Heads the Missouri Valley Group

THE Missouri Valley Chapter of the Association of Refrigerated Warehouses, a division of the American Warehousemen's Association, held its third annual meeting at St. Joseph on June 20 with cold storage executives attending from St. Joseph, St. Louis, Kansas City, Omaha, Parsons, Emporia and Chicago.

H. L. Trask, operating executive United States Cold Storage Co., Kansas City, was reelected president, and Julius L. Gagini, Omaha Cold Storage Co., Omaha, was reelected secretary. It was voted to hold the next quarterly meeting at Kansas City in September.

Harry C. Herschman, St. Joseph, who was chairman of the industry's national Code Authority under NRA, reviewed developments under Code operation and said they undoubtedly would be taken into consideration by the executive committee of the Association of Refrigerated Warehousing. He predicted a probable reduction in cold storage holdings in the next year or two and mentioned other business trends which, he said, made it essential for warehousemen to study their costs carefully, exert every effort to maintain rates at reasonable levels, and cooperate closely. Also he advocated continued filing of tariffs and supplements at Chicago, and urged members to furnish space occu-

pancy reports and other data when requested.

The group adopted a resolution favoring this procedure and went on record opposing application of "season" rates to any commodity.

W. M. O'Keefe, Chicago, executive secretary of the parent organization, explained the latter's plans with regard to cold storage costs and rates.

Hall Outlines Program for Refrigerated Warehousing

FOLLOWING a special meeting of the executive committee of the Association of Refrigerated Warehouses, the cold storage division of the American Warehousemen's Association, Harry S. Hall, Detroit, the division's president, announced on July 19 a program which embraces the following:

1. Regional chapters, probably six in number, will be organized in as many parts of the country. These will cooperate with the parent group but without adversely affecting the activities of State and local associations.

2. Rules of Fair Competition, drafted and adopted by the executive committee, will be supplied to the association's members. These rules "establish standards of sound business procedure and condemn practices which have had a damaging effect on our business," according to Mr. Hall, and provide for publication and filing of rates. They deal also with issuing of warehouse receipts and delivery of goods thereunder; and with misrepresentation, commercial bribery, price discrimination, sale of facilities and service below cost, rebates, interference with contracts, defamation of competitors and kindred evils. The rules are designed to build self-regulation wholly independent of Government control, NRA extension and State statutes.

3. A "Simple System of Cost Accounting," with complete instructions, explanations and forms for installing, will be provided to the members.

4. A "contact executive" will be retained "whose duty it shall be to instill confidence in the business, reconcile differences between members and sections, follow up on the cost work, encourage new memberships and assist in the work of discouraging further cold storage facilities and space in localities where adequate facilities now exist."

5. The group will continue its efforts to defeat adverse legislative proposals, combat harmful publicity of cold storage, encourage helpful research, and release statistical data of value to the industry.

Hearing on Connecticut Moving Tariff Schedule; No Opposition Develops

NO opposition to the schedule of rates for inter-city, intra-state furniture moving presented by the Connecticut Warehousemen's Association developed at a hearing on July 16 before the Connecticut Public Utilities Commission at Hartford. If approved by the commission, the schedule will be set up as a minimum tariff and be given the force of State law.

The proposed rates were approved at a State-wide meeting of movers called by "ConnWA" in June, as reported last month. Edgar C. Palmer, New Haven, president of the association, presented the schedule at the Commission hearing acting as spokesman for a committee of movers drawn from "ConnWA" membership and unaffiliated operators.

The Commission was expected to withhold its decision for several weeks. Meanwhile all Connecticut for-hire truck owners who operate beyond the limits of their own metropolitan areas are required to make application for common or contract carrier permits and obtain special P. U. C. markers. Furniture movers will be classified as contract carriers and must obtain permits in that class. All truck owners who were in business prior to Dec. 31, 1935, are automatically eligible for permits provided they can show financial responsibility. Purely local moving and trucking operations are exempted.

Calendar

Southwest Warehouse and Transfermen's Association. Aug. 8-9-10 at Buccaneer Hotel, Galveston.

Midwest Warehouse and Transfermen's Association. Oct. 18-19 at Excelsior Springs, Mo.

Membership Affiliations as Announced by Associations

American Warehousemen's Association, merchandise division:

Otis Terminal Warehouse Co., Cleveland.

Terminal Warehouse Company, New York City.

Texas and Pacific Terminal Warehouse Company, Fort Worth.

American Warehousemen's Association, cold storage division:

Carthage Ice & Cold Storage Company, Carthage, Mo.

Lawrence County Water, Light & Cold Storage Company, Aurora, Mo.

Olympic Warehouse & Cold Storage Company, Seattle.

People's Ice & Cold Storage, Inc., Morgan City, La.

Mayflower Warehousemen's Association:

Fetter Fireproof Storage Warehouse, Inc., Chicago.

Goodwin Transfer & Storage, Spokane.

Ben A. Langan Storage & Van Co., St. Louis.

Mayflower Warehouse Company, Gary, Ind.

Vicksburg Transfer & Storage Co., Vicksburg, Miss.

J. R. Zimmerman Transfer & Storage, Long Beach, Cal.

Love Represents Trade on Advisory Council

H. L. Love, manager of the Security Storage & Commission Company, Salt Lake City, has been chosen as merchandise warehousing's representative of the advisory council of the Utah Associated Industries, which is considering numerous problems arising out of the collapse of NRA. Mr. Love is secretary of the Utah Warehousemen's Association.

Lincoln, Milwaukee, Seeks to Protect Its Warehouse

CLAIMS that the city of Milwaukee and the Chicago, Milwaukee, St. Paul & Pacific Railroad are seeking title to the Lincoln Fireproof Warehouse Co. building to clear the way for construction of a proposed new bridge were made July 2 in an answer and counterclaim filed in Circuit Court by the warehouse firm.

A foreclosure suit against the building was started by the city, which holds \$129,000 in delinquent tax certificates against the property. The answer asks the Court to cancel the certificates, on the ground that the warehouse is not subject to local taxation because it is built on a railroad right of way. Railroads pay taxes to the State.

If the tax certificates are not cancelled, the answer asks that the Milwaukee road be compelled to reimburse the warehouse company for the \$200,000 cost of constructing the building. It is claimed that railroad officers told warehouse representatives that the structure would not be subject to local taxes.

City taxes on the warehouse, the city claims, have been unpaid since 1923.

Great Lakes Regional Groups Hold a Summer Meeting



Ninth and tenth from left, seated, are Governor Paul V. McNutt of Indiana, and Marion W. Niedringhaus, St. Louis, president of the National F. W. A.

STORAGE executives operating in Illinois, Indiana, Michigan, Ohio and Wisconsin assembled at the Spink-Wawasee Hotel in Wawasee, Ind., on July 20-23, for their third annual Great Lakes District summer meetings. Representatives of the National Furniture Warehousemen's Association, Mayflower Warehousemen's Association and American Warehousemen's Association joined in the discussions.

H. H. Hardy, Lansing, secretary of the Michigan F. W. A., opened the first session on Saturday evening, as general chairman, and introduced the presiding officer, Frank X. Zech, Detroit, the Michigan group's president; and greetings were expressed by C. A. Ullman, Peoria, president of the Central Warehousemen's Association of Illinois; A. W. Meyer, president of the Illinois F. W. A.; Irwin Walker, Indianapolis, secretary of the Indiana F. W. A.; John D. Beeler, Evansville, president of the Indiana W. A.; J. K. Gund, president of the Cleveland F. W. A.; E. S. Wheaton, Indianapolis, secretary of the Mayflower W. A.; L. R. Blodgett, Grand Rapids, vice-president of the Michigan F. W. A.; Marion R. Niedringhaus, St. Louis, president of the National F. W. A.; A. D. Bullock, Cincinnati, president of the Ohio F. W. A.; G. R. Hostetler, Canton, vice-president of the Ohio W. A., and E. H. Ottman, Milwaukee, vice-president of the Wisconsin W. A.

L. A. Roller, Cleveland, secretary of the Ohio F. W. A., was initiated into the permanent committee of secretaries, which met while at Wawasee and reelected Mr. Hardy as its chairman; reelected as its secretary and treasurer Russell E. Hillier, Springfield, secretary of the Central Illinois group, and voted to arrange a summer meeting in 1936.

At the Sunday evening session the presiding officer was President Bullock of the Ohio F. W. A. Michigan's new moving rates were explained by Mr. Hardy, who expressed hope that the other States in the region would work for adoption of uniform intrastate moving tariffs. The status of the Eastman truck regulation bill was outlined by President Niedringhaus of the National. What a State association could and should accomplish in the way of legislation, education, uniform practices, advertising, service, etc., was pointed out by Secretary Wheaton of the Mayflower. A. A. Leonard, Detroit, told how the weekly round table meetings of household goods executives in that city were benefiting the operators.

Mr. Ottman presided at the Monday business session and introduced R. G. Culbertson, who had been a member of the defunct national Code Authority for the Merchandise Warehousing Trade under NRA; Mr. Culbertson emphasized how through voluntary cooperation the best features of the Code could be preserved. Wilson V. Little, Chicago, general secretary of the American, reviewed the activities of the American's merchandise division. Grover C. Huff, assistant secretary of the Illinois Commerce Commission, discussed the new Illinois warehousing law and the value of State regulation. Moth proofing was discussed by H. A. McClelland.

At the evening banquet, F. L. Bateman, Chicago, introduced Col. Frank Shellhouse, Indianapolis, who in turn introduced Mrs. S. L.

Shank, who welcomed the guests. Mr. Bateman introduced also the ladies at the speakers' table in honor of the wife of Gov. Paul V. McNutt of Indiana; they included Mrs. Hardy. Gov. McNutt delivered an address, and talks were made by Mr. Niedringhaus, Mr. Hardy, and Martin H. Kennelly, Chicago, a past president of the National.

J. P. Woodworth, South Bend, president of the Indiana F. W. A., presided at the final business session, on Tuesday. The Eastman bill and States' reciprocal relations and uniformity were discussed by C. W. Abraham, Indianapolis; and Frank Finney, Indiana's Commissioner of Bureau of Motor Vehicles, reviewed that State's motor vehicle laws.

Thomas Observes Moving in Mexico's Capital

O. W. Thomas, secretary of the A-B-C Fireproof Warehouse Co., recently returned from Mexico City, where he attended a convention of the Rotary International. Although unable to carry out his plans to visit warehouses and storage companies in the city, Mr. Thomas noticed several general trends in Mexican warehousing.

Storage, although carried on along a much smaller scale than in the United States, is a steady business. Household goods are frequently stored for loans made on them at a high rate of interest. Storage, however, is largely controlled by brokers and manufacturers who make use of their own facilities.

The moving vans noticed by Mr. Thomas are of uncertain vintage, and most of the transportation of furniture was done by men who carried it along the street!

When you ship goods to a fellow warehouseman use the Monthly Directory of Warehouses.

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2—Lifetime Distributor Contact Points. Made of a new metal called Platung alloy which is composed of a group of metals that have a world-wide reputation for conductivity, durability and corrosion resistance. These points, it is claimed, will last the life of every car on which they are installed. Maker Platung Mfg. Co.

3—Dall Piston Adjuster. Designed not merely to expand, but to adjust, the new Uni-Flex piston skirt adjuster is said to give the exact adjustment on each piston to

insure a perfect fit, at the same time retaining all the piston's flexibility. Adjustments may be changed at any time without removing pistons. A screwdriver is used. One size fits all pistons. Price 50 cents. Maker Dall Mfg. Co., Inc.

4—Electro-Touch Time Recorder. Saves time of employees in checking in and out as there are no levers to operate. The employee uses but one hand—does not have to put down whatever he is carrying. The registering plate is at the front of the recorder and when the employee places card in the receiver, he simply touches the registering plate with the same hand holding the card—the electric mechanism responds—and the time record is made neatly and accurately. Maker, Simplex Time Recorder Co.

5—Binks "Touch-Up" Outfit. Includes the Thor Model 5 spray gun, with its new,

easily adjustable nozzle head. Outfit can be used in paint shops for light spray work, shading and touching-up repaired spots on car or truck bodies. Extra cups of aluminum or glass are furnished as desired and are provided with seal-tight covers. This enables operator to have a wide range of colors ready for use at all times. Outfit is furnished with 15 ft. of light-weight air hose with connections, six extra containers, and a light but durable tray for holding entire outfit. Known as Binks Touch-up Outfit No. 5. Maker, Binks Manufacturing Co.

6—Extra Plate Gould Batteries. Extra power for lighting, quick starts and smooth operation are claimed for the new line of batteries which have been designed to hold six to eighteen more plates each, up to 1,000 sq. in. of extra plate surface. Pricing is on the basis of plate power. Gould Storage Battery Corp.

KEEP POSTED ON TRADE LITERATURE

7—"You Won't Believe It." Title of a descriptive folder in which is discussed the problems of efficient engine lubrication and the possibility of keeping oil clean at all times, thereby eliminating the need of changing oil. This folder records experiences of large users, testifying to mileages of 27,000 to 41,000 without draining, during which time the oil retained its natural color and efficiency. The DeLuxe method not only strains but filters the oil to remove all impurities by controlling volume and pressure. Maker, DeLuxe Products Corp.

8—"What is a Diesel." In 24 pages, the maker of the Waukesha Diesel engine for motor trucks answers practically every question concerning this type of power plant to give a clear and concise explanation of just how it operates, what it accomplishes in the way of reducing operating costs and improved performance, etc. This catechism of the Diesel engine is well illustrated so as to explain in ABC form the constructional features, etc.

9—Converting Fords to 10-Tonners. Warren has compiled a very well illustrated book showing what various Ford and other small truck owners have done to increase their tonnage capacities to 7½

or 10 tons. This has been accomplished through the installation of a multi-wheel drive and a heavy-duty transmission. Eight wheels have traction and braking is on ten wheels.

10—Six-Wheel Truck vs. Tractor - Trailer Units. An interesting treatise on a perplexing problem, all based on firsthand information secured from operators who have used both types of equipment. Also covers 6-wheel attachments from the standpoint of economy. All reports from the operators on the subject are reproduced in this booklet. Published by the Fruehauf Trailer Co.

11—Truck Tire Calculator. Helps truck owners to choose the correct type of tires for 1½-ton trucks on different wheelbases. Simple to operate and will help reduce operating costs by noting the correct size of tires to use for given loads. Given free by the B. F. Goodrich Co.

12—Tire Maintenance Manual. Tells how to secure the most mileage from your truck tires. Given free by the General Tire & Rubber Co.

August

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Warehousing Companies Share Work of Moving Contents of Post Office in Philadelphia

A SIX-DAY removals job was successfully accomplished by the Columbia Storage Co., Inc., Philadelphia, after the firm's owner, Leon J. Wilcocks, was found to be the lowest bidder for the work of transferring equipment, furniture and supplies from the old outmoded Philadelphia Post Office to the new \$4,950,000 building on the west bank of the Schuylkill river.

It was originally intended to engineer the entire removals in one continuous job but the Post Office authorities found this would interfere with the mails. Accordingly the "intermittent" working schedule was adopted, the first moving period, starting June 3 to run to June 8, for the early major operations; and the second, of major operations, June 22 and 23.

Finding the work had to be split, Columbia employed, as sub-contractors, the Advance Storage Co., Fenton Storage Co., Fidelity 20th Century Storage Warehouse Co., and J. H. Walker Storage & Warehousing Co., Inc., apportioning to them certain phases of the work.

The job as a whole required 325 van loads and the work of 150 men, many of them skilled. Equipment used by the contractor included twenty vehicles, chiefly large vans, but a few open-body trucks to accommodate oddly-shaped pieces with large extensions; four tractor-drawn trailers with van bodies ranging in capacity from 1,200 to 1,500 cubic feet; a "Revolver" portable elevator; 150 dolly trucks; and a large number of box-like wooden push trucks on casters. The Post Office contributed several hundred canvas basket trucks.

This was the first Post Office job ever undertaken by the contractor and his men; hence there was no parallel experience on which to rely. Moreover, there were a number of unusual and difficult features presenting special problems. There were many special postal service machines, some of them tremendously heavy and unwieldy, and there were devices with extremely delicate mechanisms the balance of which it was necessary to maintain during the moving operations. In ordinary factory buildings, where contrivances of this general character might be handled, the rigging of a block-and-fall would facilitate the work; but in both the old and the new buildings were finished ceilings.

Some of the machines moved required steadyng in the vans with large supporting blocks of wood. There was considerable unbolting as between large steel units and between floor and bases; there were difficult removals of metal

brackets; dismantling of extended parts of machines and of cases from tables, as well as of under-gear of heavy pipe constructions.

The dismantling and removal of a group of large steel storage cabinets which had been stacked in the inspectors' department in the old building to a height of 12 feet was a burdensome operation. These cupboards had been placed five sections high and four wide. There were two doors to each section and the weight of each cupboard was 500 or more pounds. This work, partly accomplished with the "Revolver" and requiring eight men working four days, with five van loads, was only one of the jobs.

Many of the tasks were not so difficult but required more particular handling, as, for instance, the removal of the steel and wood letter files, which, according to the specifications, must be strapped. The contractor had canvas straps, three inches wide, which were passed vertically around all files of three or more drawers, thus securing both drawers and contents. As an extra precaution, and on its own initiative, Columbia instructed its men to carry the strapped files vertically, instead of the movers' usual method, horizontally.

Contrasted with these difficulties were simplifications of the contractor's work. There was no crating of articles and no wrapping worth mention. A month in advance, members of the Post Office staff had tagged, under a special three-color tagging system, every article to be moved, from such small objects as typewriters to the largest piece of furniture. This work was carefully checked by Post Office inspectors. Thus a manila tag fastened to an article signified that it was to be moved to the new building; a green tag, that it was to remain in the old building, henceforth to be used as the "9th Street Annex"; and a red tag, that the article bearing it was to be destroyed.

No damage or loss was reported in this big removals job to the building which Postmaster General James A. Farley said was "the last word in postal service structure and equipment." Both Post Office Department authorities and the contractor asserted that the synchronized system of identification tagging, "spotting," listing and checking "worked out perfectly."



Philadelphia's new post office.

Illinois Enacts Statute Based on Best Features of Other Warehouse Laws

(Concluded from page 12)

conjunction with the business, in contrasting colors, substantially as follows: "Bonded Warehouse, Licensed by Illinois Commerce Commission."

Inspectors are given full police power and authority in the performance of their official duties to enter any warehouse during business hours for the purpose of making inspections of stored goods.

Violation of any provision of the Act is deemed to be a misdemeanor, and, upon conviction, subject to a fine not exceeding \$1,000 or by imprisonment not exceeding six months, or both fine and imprisonment. In case of continuing violation, each day's continuance shall be regarded as a separate and distinct offense.

All branches of the warehousing industry are affected with the exception of warehouses licensed under "An Act to regulate cold storage of certain articles of food," in force since July 1, 1917; public warehouses storing grains; garages where automobiles are customarily and generally taken for in-and-out storage; safety deposit boxes or vaults; check rooms, etc.; and with the exception of storage of personal property being held for scientific care or for repairs or alterations, or which is incidental to the business of manufacturing, selling, repairing, altering, cleaning, or glazing of furs or of any other garment or article of which fur forms any part thereof.

The term "personal property" as defined by the Act is designated as all goods, wares, household goods, furniture, merchandise, or any other tangible personal property of whatever kind.

An operator or warehouseman is defined as any person, firm, partnership, association or corporation owning, controlling, operating, managing, or leasing any room, house, structure, building, place, yard or protected enclosure in or on which personal property is stored for a compensation within the State.

The Act provides that storage charges and transfer and other charges shall be listed separately, and billed on a month-to-month basis, unless otherwise stated in the receipt issued by the warehouse.

The license number must appear on every piece of literature issued and used by the warehouse, and in every advertisement of whatever kind.

No distinction is made in the Act defining the various branches of the warehousing industry.

Merchants Company Wins Appeal in "Allowances" Case; Award Set Aside

(Concluded from page 19)

relied to prove damages in the District Court was substantially identical with that upon which it relied to prove damages before the [Interstate Commerce] Commission.

"If the Commission had jurisdiction to award damages and if the claim before the Commission amounted to an election of remedies, the questions of law raised in the affidavit of defense should have been resolved in favor of the Pennsylvania Railroad and the Merchants company.

The Interstate Commerce Commission had jurisdiction to award damages as reparation for actual loss sustained by reason of an unlawful preference. On this point we need but quote from the opinion in *Interstate Commerce Commission vs. United States* 289, U. S. 385, 388, where the Supreme Court said: 'The Interstate Commerce Act makes it unlawful for a carrier to give any undue or unreasonable preference to a person or a locality to an undue disadvantage (24 Stat. 380, Sec. 3; 41 Stat. 479, Sec. 405; 49 U. S. C., Sec 3), and charges the offender with liability for the full amount of damages resulting from the unlawful act. Sec. 8. Upon the hearing of a complaint, the Commission is empowered to ascertain the damages and award them. Sec. 16 (1).'

"The phrase, 'full amount of damages,' referred to in the above opinion, is sufficiently broad in scope to include damages for injury to one's business, including shrinkage of normal business profits. (*Interstate Commerce Commission vs. United States, supra*; *Keogh vs. Chicago & Northwestern Railway Co.*, 260 U. S., 156; *Pennsylvania Railroad Co. vs. Weber*, 257, U. S., 85; *Pennsylvania Railroad Co. vs. Minds*, 250 U. S., 368; *Louisville & Nashville Railroad Co. vs. Ohio Valley Tie Co.*, 242 U. S., 288; *Pennsylvania Railroad Co. vs. Jacoby & Co.*, 242 U. S. 89; *Pennsylvania Railroad Co. vs. International Coal Co.*, 230 U. S., 184.)

"Several statutory remedies were available to the Terminal company. It could have petitioned the Interstate Commerce Commission for an order directing the offending common carrier to cease and desist from the unlawful practices and for an award of damages; or it could have sued in the appropriate District Court for an award of damages, or treble damages. It did not have the right, however, to pursue each of the

above remedies successively until such time as it found a tribunal which would award the damages sought.

"As we have already stated, the Terminal company did, in fact, petition the Interstate Commerce Commission for a cease and desist order, which was granted; and for an award of damages, which was denied. *The Terminal company thereby elected its remedy and is barred from subsequent action for the same damages.*

"We deem the following language of the Supreme Court in *Interstate Commerce Commission vs. United States*, 289 U. S., 385, 388, to be pertinent to the facts in the instant case and determinative of the issue of election of remedies:

"The respondent by its complaint to the Commission invoked this dual jurisdiction, the administrative jurisdiction to prescribe a

S., 235; *Pennsylvania Railroad Co. vs. Clark Coal Co.*, 238 U. S., 456; *Hillsdale Coal & Coke Co. vs. Pennsylvania Railroad Co.*, 237, Fed. 272.

"We conclude that the present action is barred by the prior proceedings before the Interstate Commerce Commission. Judgment reversed."

The Terminal Warehouse Company had brought action in the United States District Court under provisions of the Sherman Anti-Trust Act and the Clayton Act. Thomas Raeburn White, of White, Schnader, Maris & Clapp, Philadelphia, with John J. Hickey, Washington, D. C., was counsel for Terminal; and Robert T. McCracken, Philadelphia, appeared as counsel for the Merchants Warehouse Co.; while John Hampton Barnes, also of Philadelphia, represented the Pennsylvania Railroad Co.

Leading up to the conclusion of the opinion reversing the judgment of the United States District Court, Judge Thompson summarized the history of the case, in part as follows:

"This is an appeal from a judgment of the District Court for the Eastern District of Pennsylvania. The Plaintiff is the Terminal Warehouse Co., hereinafter referred to as Terminal, and the Defendants are the Pennsylvania Railroad Co., as a common carrier, and the Merchants Warehouse Co., hereinafter referred to as Pennsylvania Railroad Co., and Merchants, respectively. Terminal alleged that it had been damaged by reason of an unlawful combination and conspiracy between Pennsylvania Railroad and Merchants, whereby Terminal was prevented from obtaining its fair, just and normal share of the warehousing business in Philadelphia and whereby its profits from the business which it did obtain were diminished. It claimed treble damages and costs, including a reasonable attorney's fee.

"The questions of law raised in the affidavit of defense were resolved against the Defendants and the case was thereupon tried upon the merits, to a judge and jury. The jury returned a verdict in favor of Terminal, of \$136,125. On motion, the District Court trebled the amount, directing the entry of \$410,338.81, and allowed a counsel fee of \$27,000, to be taxed as part of the costs. The statement of claim contained allegations that Terminal and Merchants were each engaged in the general warehousing business; that they received, handled, stored and forwarded goods in interstate commerce; that they were competitors

rule for the future (*Great Northern Railway Co. vs. Merchants Elevator Co.*, 259 United States, 285, 291; *Baltimore & Ohio Railroad Co. vs. Brady*, 288 U. S., 448), and the judgment of a quasi-judicial jurisdiction to give reparation for the past (*Baltimore & Ohio Railroad Co. vs. Brady*, *supra*). In dismissing such a complaint the Commission speaks with finality. Its orders, purely negative—negative in form and substance—are not subject to review by this Court, or any other. (*Standard Oil Co. vs. United States*, 283, U. S. 235; *Alton Railroad Co. vs. United States*, 287, U. S., 229; *Procter & Gamble Co. vs. United States*, 225, U. S. 282; *Baltimore & Ohio Railroad Co. vs. Brady*, *supra*.) Damages for discrimination denied by the Commission are not recoverable somewhere else.'

"Upon the same point see *Baltimore & Ohio Railroad Co. vs. Brady*, 288 U. S., 448; *Standard Oil Co. vs. United States*, 283 U.

for the Philadelphia warehousing business; that they solicited business outside of Pennsylvania; that the Pennsylvania Railroad owned a considerable block of stock of Merchants, from which it received substantial dividends; that Pennsylvania Railroad and Merchants combined and conspired to destroy Terminal's business so as to acquire a monopoly of Philadelphia's warehousing business for Merchants, and the complementary transportation business for Pennsylvania Railroad; that in accordance with a series of written contracts extending over thirty years, Pennsylvania Railroad made payments to Merchants and Merchants gave preference to Pennsylvania Railroad until the payments were declared unlawful.

"Terminal's original claim for damages was based on loss of anticipated profits on the business of which it alleged it was unlawfully deprived; and loss because of diminished profits on business actually transacted by it. Its final claim, however, was restricted to loss because of diminished profits.

"The Defendants maintain that this action is barred by a prior proceeding, involving the same parties, before the Interstate Commerce Commission. In 1928, Terminal and two others, engaged in the warehousing business in Philadelphia, filed a complaint with the Interstate Commerce Commission, in which it was alleged that Pennsylvania Railroad was violating the Interstate Commerce Act by paying Merchants rebates on freight charges. Merchants voluntarily became a party to that proceeding, thus enabling the complainants, including Terminal, to press their claim against the favored shipper, as well as against the carrier. The complainants prayed for a cease and desist order, which the Commission allowed. This order was sustained by a statutory three-judge Court in *Merchants Warehouse Co. vs. United States*, 44 F. (2d) 379; and affirmed by the Supreme Court in 283 United States, 501. The complaint also contained a prayer that Pennsylvania Railroad be required to pay an award of damages to each of the complainants by way of reparation. The Commission denied reparation.

"Terminal took no appeal from the order denying reparation. In the action before the Commission, the complainants produced documents indicating that the subsidized warehouse companies cut or shrunk normal warehouse charges by affording free distribution of warehouse freight. They also produced testimony that the rebates, which took the form of allowances, enabled the subsidized warehouse companies to give free

service; that the rebates were used to the detriment of the complainant and that the combination fixed the market value of the warehouse service in Philadelphia.

"In the action before the District Court, Terminal produced testimony that Merchants made no charge for goods handled during the 48-hour free period and collected no demurrage for car detention, as well as for construction and maintenance of side tracks to its warehouses; that Terminal had to charge its costs for handling in-bound and out-bound freight, and could not compete with Merchants' offer of free service, because it received no railroad allowance; that, as a result, Terminal could not handle heavy density products, and had to reduce its rates on light density products, and that reduced charges, made necessary by the alleged unfair competition, were less by \$536,278.35 than the normal rate would have netted Terminal."

Furniture Mart in O. K. Plant

The O. K. Furniture Mart, said to be the first wholesale furniture mart in the mid-South, opens in Memphis on Aug. 1, with displays by 50 leading furniture manufacturing organizations, in the warehouse of the O. K. Storage & Transfer Co.

James M. Walker, president of the warehouse firm, is president of the mart group, which has leased 30,000 square feet in the O. K. building at 161 Jefferson Avenue.

Leicht Firm Expands

The Leicht Transfer & Storage Co., Green Bay, Wis., has expanded its facilities by leasing the dock properties of the Green Bay & Western Railroad, with 15,000 square feet of storage space. Announcement of the lease was made jointly by L. C. Jorgenson, traffic manager of the Green Bay & Western, and R. M. Leicht, secretary of the storage company.

All types of freight and merchandise coming or leaving Green Bay by water will be accepted.

Struck Opens a Warehouse

E. J. Struck, formerly vice-president of the Hardware City Storage Co., New Britain, Conn., has established his own business, Struck's Warehouse, in Kensington, a suburb.

The new firm stores both household goods and merchandise, cleans rugs and sells new and used furniture. The building is a former factory on New Britain Road.

AUCTION SALE of SANDERS TRANSFER & STORAGE COMPANY

NASHVILLE, TENN.

The Owner of above business having died, the Court has ordered it sold to distribute shares to beneficiaries of the will.

The Sanders Transfer & Storage Company was organized in 1895; it is licensed to do business in ten States, specializing in long-distance hauling, moving, and warehouse business.

Operates a fleet of eight modern vans. Occupies a modern, fireproof warehouse in Nashville, with 30,000 square feet of warehouse space.

Sale to be as a whole first, then bids received for separate properties.

Sale to be: September 20th, 1935, 10:00 A.M. at warehouse, 129 8th Avenue N., Nashville, Tenn.

Harry G. Nichol, Admnr.
216 Union Street, Nashville, Tenn.

Terminals Corporation, Buffalo, Reorganizes

FOLLOWING a series of hearings in the United States District Court in Buffalo, plans have been consummated for a reorganization of the Terminals & Transportation Corp. of America, operating merchandise and cold storage warehousing in that city.

The corporation, under Michigan laws, has surrendered its corporate authority and a new organization has been formed under Delaware laws. This will be known as the Terminals & Transportation Corporation, with capital of \$80,000 and 35,000 shares of no par value stock.

H. Townsend Hoopes is president of the new company, which will have its corporate offices at 275 Fuhrman Boulevard, Buffalo.

The firm will continue in the same lines of business, and plans to expand its activities.

The new corporation has acquired all the property and assets of the former one, according to an announcement on behalf of the reorganized interests, and, "commenced operation on its own account" on July 1. The announcement said that this "has been accomplished without the introduction of new capital due to the success of our operations during the receivership." The business is being conducted with the same management and staff under the direction of George D. Liles, who, manager of the former company, is vice-president and treasurer of the new organization. The other officers are:

President, H. Townsend Hoopes, Detroit. Secretary, Ansley W. Sawyer, of Dudley, Stowe & Sawyer, Buffalo attorneys for the new corporation. Assistant secretary, W. A. Young, Detroit. The directors are Mr. Hoopes, Mr. Sawyer, and Arthur H. Gilbert, partner in Spenger, Trask & Co., New York City; Lewis G. Harriman, president of the Manufacturers & Traders Trust Co., Buffalo; Burton A. Howe, vice-president of E. H. Rollins & Sons, Inc., New York City; and Frank C. Trubee, Jr., partner in Birge, Wood & Trubee, Buffalo investment bankers.

Personnel Change in Grinnell Firm

Herbert Hutchinson has withdrawn as manager of the Blue Line Transfer Co., Grinnell, Iowa, in order to devote his attention to the Grinnell Furniture Exchange, which in the past has been operated jointly with Blue Line.

Lottie J. Hutchinson, Blue Line's secretary and treasurer, is now operating the warehouse business,

with Frank Stewart as manager in place of Herbert Hutchinson.

Position Wanted

As warehouse office manager, by young woman aged 35, in New York or nearby city. Six years' experience with a Brooklyn warehouse.

Reason for wanting new connection: old company out of business.

Capable; experienced in all lines of office work.

Address Box A-293, care of *Distribution and Warehousing*, 249 West 39th Street, New York City.

Detroit Terminal's 1935 Volume Equaling 1929's

MARINE operations at Detroit Harbor Terminals, Inc., Detroit, are the best since 1929, about equaling that year's record, according to Harry L. Hulbert, operating manager. To July 1, 288 boats had docked at the warehouse, for inbound and outbound cargoes, compared with only 137 to the same date in 1934.

Automobile shipments have noticeably led in outbound shipments; 22,000 autos were shipped to this period, as compared with 8,000 for last season.

Warehouse tonnage is now 300 freight car loads a month in and out. Trucking service accounts for about an equal volume of business.

In order to handle this increased business, additions have been constructed to the warehouse. A new marine warehouse has been built on the end of the dock; the plant is 52 by 200 feet, of reinforced steel and concrete construction, one story, with a 17-foot clear ceiling.

The entire dock has been rebuilt, and resurfaced with concrete. New slips have been constructed the entire length, allowing use of adjustable gang planks which can be handled by means of chainfalls instead of the hand labor formerly required, and thus expediting loading operations.

Extensive rearrangements have been made in the old marine warehouse just east of the new structure, which is for handling package freight shipments only. A large number of new conveyors, both power and gravity types, have been installed for handling this package freight. With the present arrangement, the warehouse can handle four Great Lakes ships at a time without docking one outside the other, in the company's 1,400 feet of river frontage.

Simmons Terminal, Inc., Is Organized by E. P. Simmons

EMMET P. SIMMONS, who is president of the Warehousemen's Association of the Port of New York, has resigned as vice-president and operating executive of the Brooklyn Waterfront Terminal Corp., Brooklyn, and has organized Simmons Terminal, Inc., of which he is vice-president and manager.

Max Chutick and David Minkin, who were president, and secretary and treasurer, respectively, of the Waterfront organization, also have resigned from the latter and have joined Simmons Terminal, Inc., in the same capacities.

Simmons Terminal, Inc., which will do a general merchandise warehousing business, has leased from the New York Dock Company two sprinklered four-story buildings, containing 85,000 square feet of floor space, at East River Pier 39 at the foot of Van Dyke Street on the Brooklyn waterfront.

The new company is joining the Warehousemen's Association of the Port of New York and plans to apply for membership in the merchandise division of the American Warehousemen's Association.

Subsequently it was announced that Louis Farrell, president of the Seaboard Storage Corporation, and its affiliated Erie Basin Transfer, Inc., had purchased the property of the Brooklyn Waterfront Terminal Corp., which is at the foot of 20th Street, Brooklyn. The latter company's name will be retained.

This acquisition gives the Farrell interests an additional 165,000 square feet of dock and warehousing facilities. The Seaboard, with general offices at 99 Wall Street, Manhattan, operates a United States Customs Bonded warehouse in Brooklyn and one in Newark, N. J.

Bronx Refrigerating Joins Allied Distribution, Inc.

Allied Distribution, Inc., believes in the not-all-your-eggs-in-one-basket theory and accordingly has added to its membership the Bronx Refrigerating Co., in the Bronx section of New York City.

W. D. Leet, president of Allied, announces that this service group purposes to have member-houses in four parts of the New York metropolitan district — Manhattan, Brooklyn, the Bronx, and Newark, N. J.

John R. Barmettler has joined the Fidelity Storage and Van Company, Inc., Omaha, in its new business department.

Better Business Bureau Notes an Improvement in Moth Preventive Claims

THE following, reprinted from the July issue of *Fair Practice*, the organ of the Better Business Bureau of New York City, Inc., will be of interest to household goods warehouse operators:

"The advertising of the various types of moth preventives have been of interest to the Bureau for some years, because of the tremendous loss in wearing apparel suffered by those who have placed too much faith in exaggerated claims of safety. As far back as 1928, the Bureau published a bulletin entitled 'Cedar Chests and Mothproof Claims,' which reported the results of experiments by the United States Department of Agriculture in connection with cedar chests, and which gave the minimum specifications for cedar chests which could be expected to furnish real moth protection.

"A more recent development than cedar chests has been the cardboard chest, or closet, produced by various manufacturers. Some of these came with, and some without, devices which the manufacturers claimed would either kill or prevent moths. As a result of the competitive situation, these claims became more and more exaggerated; retail stores repeated the claims of manufacturers. In 1934, the Federal Trade Commission investigated and issued a complaint against one of the more prominent manufacturers in this field, and in November of that year the Commission announced the issuance of a cease and desist order. It set forth certain claims of moth prevention which should not be made for any container other than a genuine cedar chest.

"This work, over a period of some years, has borne fruit. Thus far this season the Bureau has had occasion to question not more than five or six separate advertisements of storage containers. Each of these advertisers has cooperated fully with the Bureau, on notification, as is evidenced by the fact that subsequent advertising omitted all objectionable claims that had originally been made through error or lack of information. In the desire to be conservative in making claims for moth preventives, a number of stores have even communicated with the Bureau in advance of publishing their advertising."

Wall of Warehouse Collapses

The 100-foot west wall of the seven-story building occupied by the Herrmann Warehouse Com-

pany at Cherry and Bliss Streets, Chicago, collapsed early on the morning of July 23. It is presumed the wall had been weakened from a fire which occurred several months ago.

Large quantities of Government food were stored in the building; and boxes of canned goods, together with sacks and barrels of barley, flour, and other produce, followed the wall as it crashed down over the switch tracks of the Chicago, Milwaukee, St. Paul & Pacific Railroad.

Situation Wanted

By rug and furniture plant manager. Many of many years' experience. Knows fabrics and the science of their thorough safe cleansing and refinishing. Efficient production manager of proven sales promotion ability.

Desires position anywhere with firm operating such a department, or will organize and develop one.

Highest credentials. Moderate salary to start.

Address Box C-175, care of *Distribution and Warehousing*, 249 West 39th Street, New York City.

Connelly Withdraws from Hartford Co.

Edward G. Mooney, president of the Hartford Despatch & Warehouse Co., Hartford, Conn., has announced the withdrawal from the corporation of John W. Connelly, vice-president, who will devote all his time in the future to the business of Brescome Distributors, Inc., Hartford liquor wholesalers. At the same time Mr. Mooney has retired as an officer of the Brescome company. The two executives have transferred their interests in the respective companies to each other.

The separation was entirely amicable, being dictated by the growth of the two businesses and the necessity of centralizing authority in each. The liquor firm will continue to use the storage facilities of the warehouse, and full cooperation will prevail. "The same genuine friendship exists today as in the past," Mr. Mooney said.

J. M. Walker Honored

James M. Walker, president of the O. K. Storage & Transfer Co., Memphis, was elected governor of the 18th Rotary district, which includes parts of Tennessee, Arkansas and Mississippi, at the annual meeting in Tupelo, Miss., in May. He assumed office on July 1.

C. F. Baker Fatally Hurt in a Motor Car Accident

CHARLES FREDERICK BAKER, for the past ten years operator of Baker's Transfer & Storage Co., Bakersfield, Cal., died in a local hospital on June 26 after having been injured in an automobile accident twelve hours earlier.

Mr. Baker was enroute to Los Angeles. Near Lebec, south of Bakersfield, the car got out of control and overturned. A friend was not seriously hurt.

A native of Kansas, Mr. Baker was 48 years old. He took over the management of the warehouse firm after its founder, his father, the late William H. Baker, died about ten years ago.

A member of the National Furniture Warehousemen's Association and of the California Van & Storage Association, and a director of Yellow Vans Associated, Mr. Baker was identified with the Lions Club, the Elks, the Masons and other fraternal organizations and was a member of the American Legion. The funeral services were conducted by the F. & A. M.

Mr. Baker is survived by his widow, Mrs. Bessie I. Baker, who plans to take over active management of the storage business; and three daughters.

H. G. Hammond

Harry G. Hammond, vice-president of the St. Clair Storage Co., Toledo, died at his summer home in Hammond, Ohio, on June 30. Sixty-seven years old, he had retired several years ago from active business.

E. R. Ingraham

Elberton R. Ingraham, president of North Truro Cold Storage, Inc., North Truro, Mass., died on July 10 at the age of 64. He was prominent in the Cape Cod fish-freezing industry, and was formerly a resident of West Rockport, Me. He was a 32nd degree Mason.

Mrs. C. F. Baade

Mrs. Charles F. Baade, wife of the founder of C. F. Baade & Son, a household goods storage firm in Detroit, died on May 21. She was born in Harrison Ontario, 61 years ago. Mrs. Baade is survived by her husband; their son, Charles L. Baade, who is identified with the warehouse business, and a grandson.

When you ship goods to a fellow warehouseman use the Monthly Directory of Warehouses.

WHERE TO BUY



The purpose of this department each month is to keep you informed of all products, supplies, etc., that you normally use in your business plus new products that are from time to time placed on the market.

We ask that you refer to the "Where-to-Buy" department and keep posted on the new, as well as the old firms whose aim it is to help you



save and earn more in the operation of your business. Should you not find listed or advertised in this "Where - to - Buy" department the product you wish to purchase, please write us and we will be glad to send you the makers name and address. Our desire is to serve you in every way we can.

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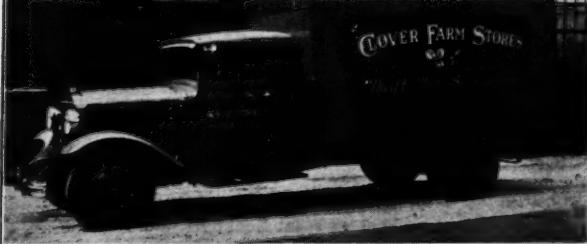
WHERE TO BUY

BODIES (Van)

Burch Body Co.; Rockford, Mich.
Cook Wagon Works, Inc., A. E.; 77 E. North St., Buffalo, N. Y.
Donigan & Nielsen; 748-747 Third Ave., Brooklyn, N. Y.
Gerstenslager Co.; Wooster, Ohio.
Guadelspeck Wagon Co.; John; 202 Kentucky Ave., Indianapolis, Ind.
Hartill Mfg. Corp.; 208 W. Washington St., Chicago, Ill.
Met-L-Wood Corp.; 6755 W. 35th St., Chicago, Ill.
Proctor-Kees Body Co.; 7741 Dix Ave., Detroit, Mich.
Roloff, Inc., Kendall Square, Boston, Mass.
Schaefer Wagon Co., Gustav; 4168 Lorain Ave., Cleveland, Ohio.

WHAT'S UNDER THE PAINT JOB?

That's what counts in a body
Modern design—Finest construction
COMPLETE RELIABILITY—LONG SERVICE
THE GERSTENSLAGER CO.
WOOSTER, OHIO
The Only Exclusive Van Body Builders in the U. S.



INCREASE SHIPPING FLOOR CAPACITY

MAKE EXTRA TRIPS WITH
TRUCKS YOU HAVE NOW

— BY USING —

"ROLOFF" DEMOUNTABLE BODIES

ASK US HOW

ROLOFF, INC.
KENDALL SQUARE, BOSTON, MASS.

NEW PRODUCTS

"Pre-Fit" Truck Piston Rings for Heavy Duty Work

A NEW "tough" piston ring particularly suitable for heavy duty work. These rings give efficient, lasting performance under severe heat, load and trip conditions where oil economy and maximum power are of real importance.

Pre-Fit truck rings have many features among which are the following: they are designed and made to give coordinated action, so important in efficient ring performance; they are made of tough nickel alloy cast iron, each individually cast in every size and butt-jointed; the oil seal compression ring is provided with a wide and deep centralized groove that "reservoirs" oil for the maintenance of the oil film.

In the case of the oil seal ring, the filling of the groove with carbon does not impair the function of this ring, because the oil saturated carbon assists in oil lubrication.



The second, or scraper oil compression ring, cooperates with the top ring in assisting it with its compression load. The scraper, on its lower edge, is designed to maintain a razor edge during its entire period of wear. The S-slot is adequate to retain the excess oil scraped from the cylinder wall, thus preventing oil pressure collapsing the ring and to permit a by-pass of oil to the primary ring. This S-reservoir empties at the bottom of the piston stroke and delivers the oil to the Mogulvent ring.

The Mogulvent oil ring is of triple action; that is, rounded over the top for riding over the oil—vented for the return flow of the oil—scraper bottom for more effectively scraping the oil from the wall. This rounded, or chamfered, upper corner of the ring is free to glide up over the heavy film of oil deposited by the scraper oil ring. The ventilating slot

are extremely wide and cut straight through the ring without channel ledges to form a resting place for the collection and adherence of carbon, which, when saturated, quickly closes the slot with rapid progress when the surface becomes carbonized.

The Pre-Fit feature is a time saving advantage. Every ring is made to fit at the factory. This is accomplished by making the ring to exact size for a particular engine by including the proper ring gap when the ring is made. For example: if a fleet shop is working on a 1932 Chevrolet and the mike shows that it requires a ring $3\frac{3}{16}$ inch .010 oversize, it is only necessary to order Pre-fit truck rings for a 1932 Chevrolet .010 oversize and slip them into the engine without the tedious job of figuring how much gap to allow and how much to take off with a file to give the proper gap. It also eliminates the necessity of fitting these rings in to the cylinder many times without filing.

They are quick-seating by virtue of the fact that they are put through a special process that leaves them black in color and removes all of the metal impurities from the surface of the ring, and softens the surface metal. This might be called an etching process that gives the face of the ring an irregular surface that will hold a good oil film and enables it to seat quickly.

These rings are to be sold direct from the factory to fleet operators below the price range of the conventional type of rings.

Maker, A. B. Chance Co., Centralia, Mo. Distribution and Warehousing.

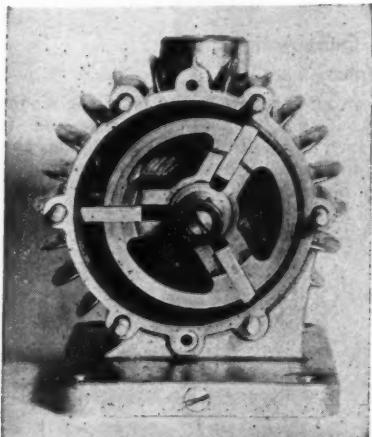
Bendix Power Vacuum Brake Pump

Efficient at All Speeds

A VACUUM pump for use in connection with vacuum-operated brakes designed to operate with full efficiency regardless of engine speeds. In other words, it makes braking power independent of engine speed, thus taking care of the objectionable lag that occurs before the engine speed drops to the idling rate when the throttle is suddenly closed.

As a result, the brakes may be applied repeatedly with full force with the throttle wide open.

The pump will fit existing air compressor mountings and may be driven by a V-belt, chain or through a flexible coupling. It weighs 8 pounds and is designed for continuous operation at 3000 r.p.m. At this speed it delivers 7 cubic feet of air per minute. Its normal balancing point is 28.5 inches of vacuum which is considerably higher than the vacuum obtainable from the inlet manifold.



Makeup consists of a rotor with three sliding vanes operating in a housing eccentric with respect to the rotor. As each vane passes the suction port the volume between it and the following vane increases continuously until it reaches the maximum value, at which point the following vane closes the suction port. During the remainder of the revolution the volume between the two vanes decreases and during this period it is in communication with the discharge port through

BOXES, (Moving)

Anderson Box & Basket Co.; Drawer No. 10, Audubon District, Henderson, Ky.
Byrnes, Inc.; W. L.; 446-449 E. 124th St., New York, N. Y. (Plano)
Eclipse Box & Lumber Co.; 18-20 Wooster St., New York, N. Y.
Lewis Co., G. B.; Watertown, Wis.
Miami Mfg. Co.; Peru, Ind.

BOX STRAPPING (Machines and Supplies)

Acme Steel Goods Co.; 2336 Archer Ave., Chicago, Ill.
Cary Products Co., Inc.; 128 Nassau St., Brooklyn, N. Y.
Harvey Spring & Forging Co.; Racine, Wis.
Signode Steel Strapping Co.; 2600-2620 N. Western Ave., Chicago, Ill.
Stanley Works; Grove Hill & Lake St., New Britain, Conn.

BRINE

Solvay Sales Corp.; 40 Rector St., New York, N. Y.

CARPET CLEANING EQUIPMENT

American Laundry Mch. Co.; Norwood Sta., Cincinnati, Ohio.
Chase Mfg. Co.; 806 Bechtel St., Indianapolis, Ind. (Beaters, stationary.)
Cleveland Bld. Cleaning Mfg. Co.; 1115 56th St. & Erie R.R., Cleveland, Ohio.
Electric Rotary Mch. Co.; 2246 W. Lake St., Chicago, Ill.
Kent Co., Inc.; 524 Dominick St., Home, N. Y. (Shampooing equipment.)
Superior Rug Mch. Co.; 2358 Ogden Ave., Chicago, Ill.
United Vacuum Appliance Corp.; Dept. IX, Twelfth St. & Columbia Ave., Cincin-

nerville, Ind.

CASTERS (Truck)

American Caster Co.; P. O. Box 524, Hamilton, Ohio.
Bassick Co.; 38 Anstain St., Bridgeport, Conn.
Bond Foundry & Mch. Co.; Manheim, Lancaster County, Pa.
Clark Co., George P.; 4 Canal St., Windsor Locks, Conn.
Colson Co.; Box 550, Elyria, Ohio.
Darnell Corp., Ltd.; 3517 E. 11th St., Long Beach, Cal.
Divine Bros.; 101 Whitesboro St., Utica, N. Y.
Fairbanks Co.; 393-399 Lafayette St., New York, N. Y.
Hamilton Caster & Mfg. Co.; Hamilton, Ohio.
Lansing Co.; 602 Cedar St., Lansing, Mich.
Menasha Wood Split Pulley Co.; P. O. Box No. J, Menasha, Wis.
New Britain Mch. Co.; 140 Chestnut St., New Britain, Conn.
Nutting Truck Co.; 252 W. Kinzie St., Chicago, Ill.
Payson Mfg. Co.; 2920 Jackson Blvd., Chicago, Ill.
Phoenix Caster Co.; Hamilton, Ohio.
Salem Stamping Co.; Toledo, Saginaw, Mich.
Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.
Sippel Co., Wm. H.; Dept. D-W, South Bend, Ind.
Tucker & Dorsey Mfg. Co.; Dept. D-W, S. State & Bates St., Indianapolis, Ind.
Z-K Equipment & Supply Co., 1227 Prospect Ave., Cleveland, Ohio.

(See advertisement elsewhere in this issue.)



Bassick

TRUCK CASTERS

Over 456 sizes and types, from 2" to 10" diameter wheels—for every class of service.

THE BASSICK COMPANY
Bridgeport Connecticut

CLOCKS (Time and Watchmen's)

Dexter Watchclock Corp.; 4147 E. Ravenswood Ave., Chicago, Ill. (Watchmen's only)
Simplex Time Recorder Co.; Lincoln Blvd., Gardner, Mass.
Stromberg Elec. Co.; 223 W. Erie St., Chicago, Ill. (Time only)

CONTAINERS (Shipping)

Bird & Son, Inc.; Mill St., East Walpole, Mass.
Hummel & Downing; Milwaukee, Wis.
King Sige. Whee., Inc.; Erie Blvd. at S. West St., Syracuse, N. Y.
Lewis Co., G. B.; Watertown, Wis.

CONVEYORS

Alvey-Ferguson Co.; 75 Bianey Ave., Cincinnati, Ohio. (Gravity)
Alvey Mch. Co.; 3200 S. Broadway, St. Louis, Mo. (Portable, power and gravity)
Bartlett Snow Co., C. O.; 6218 Harvard Ave., Cleveland, Ohio.
Bodleian Mfg. Co.; 4401 San Bruno Ave., San Francisco, Cal. (Portable and gravity)
Clark Tractor Co.; Battle Creek, Mich.
Jeffrey Mfg. Co.; 989 N. Fourth St., Columbus, Ohio.
Link-Belt Co.; 300 W. Pershing Rd., Chicago, Ill. (Portable and gravity)
McKinney-Harrington Conveyor Co.; North Chicago, Ill. (Portable and stationary)
Otis Elevator Co.; 26th St. and 11th Ave., New York, N. Y. (Gravity)
Standard Conveyor Co.; Dept. 12, 315 Second Ave., N. W., North St. Paul, Minn. (Portable, power and gravity)

CORDAGE

Pilcher-Hamilton-Dally Co.; 348 N. Dearborn St., Chicago, Ill.
Powers & Co.; 26th & Reed Sts., Philadelphia, Pa. (Flat)
(See advertisement elsewhere in this issue.)

COVERS (Paper Furniture)

Ace Paper Co., Inc.; 127 Bleeker St., New York, N. Y.
Pilcher-Hamilton-Dally Co.; 348 N. Dearborn St., Chicago, Ill.

A NEW "MOVER'S DOLLY"

Made of AIR DRIED OAK and scientifically constructed to prevent breakdowns. Standard 20" x 30" but available in any size desired. Equipped with highest grade plate truck casters, with or without Hyatt roller bearings in wheels.



No. 801 "PIANO"
3" rubber wheel \$6.00

No. 901 "ATLAS"
4" rubber wheel \$8.50

No. 951 "GIANT"
5" rubber wheel \$12.50

f.o.b. Cleveland



THIS DOLLY BUILT TO "TAKE IT"

Sturdy ... Practical ... Economical

MANUFACTURED BY

Z-K Equipment & Supply Co.

Builders of Specialty Dollies and other warehouse equipment

1227 Prospect Ave.

CLEVELAND, OHIO

COVERS (Piano)

Canvas Specialty Co., Inc.; 90 Grand St., New York, N. Y.

(See advertisement elsewhere in this issue.)

Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.

(See advertisement elsewhere in this issue.)

Iden Warehouse Supply Co.; 564 Washington Blvd., Chicago, Ill.

New Haven Quilt & Pad Co.; 82-86 Franklin St., New Haven, Conn.

(See advertisement elsewhere in this issue.)

Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.

(See advertisement elsewhere in this issue.)

Self-Lifting Piano Truck Co.; Findlay, Ohio.

(See advertisement elsewhere in this issue.)

Werner Canvas Products Co.; 2 Water St., Brooklyn, N. Y.

COVERS (Truck)

(Tarpaulins)

Baker-Lockwood Mfg. Co., Inc.; McGee Tractionway at 23rd St., Kansas City, Mo.

Breen, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.

Carpenter & Co., Geo. B.; 440 N. Wells St., Chicago, Ill.

Chanson Co., H.; 149 N. Market St., Chicago, Ill.

Des Moines Tent & Awning Co.; 913 Walnut St., Des Moines, Iowa.

Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.

(See advertisement elsewhere in this issue.)

Hooper & Son Co., Wm. H.; 138 S. Main St., Los Angeles, Cal.

Hooper & Son Co., Wm. H.; 3502 Parkdale St., Baltimore, Md.

Iden Warehouse Supply Co.; 564 Washington Blvd., Chicago, Ill.

Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.

Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.

(See advertisement elsewhere in this issue.)

Seattle Tent & Awning Co.; First Ave. & Columbia St., Seattle, Wash.

U. S. Tent & Awning Co.; 707 N. Sangamon St., Chicago, Ill.

The Wagner Awning & Mfg. Co.; 2658 Scranton Road, Cleveland, Ohio.

DOLLIES

Hamilton Caster & Mfg. Co.; Hamilton, Ohio.

International Engineering, Inc.; 1145 Bolander Ave., Dayton, Ohio

(See advertisement elsewhere in this issue.)

Nutting Truck Co.; 252 Kinzie St., Chicago, Ill.

Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.

Z-K Equipment & Supply Co.; 1227 Prospect Ave., Cleveland, Ohio

DOORS (Elevator and Fire)

California Fpp. Door Co.; 1910 E. 51st St., Los Angeles, Cal. (Fire)

Harris-Frebie Door Co.; 228 N. Lasalle St., Chicago, Ill. (Fire)

Kinnear Mfg. Co.; 1270 Field Ave., Columbus, Ohio. (Fire)

National Refrigerator Co.; 827 Kolin Ave., St. Louis, Mo. (Cold stge.)

Peile Co. The; Harrison Pl. & Stewart Ave., Brooklyn, N. Y. (Elevator)

Richmond Fpp. Door Co.; N. W. Fourth & Center Sts., Richmond, Ind. (Elev. and fire)

Security Fire & Door Co.; 2044 Lambkin Ave., St. Louis, Mo. (Elev. and fire)

Smith Wire & Iron Works, F. P.; Fullerton, Clybourne & Ashland Aves., Chicago, Ill. (Fire)

Variety Mfg. Co.; 2058 Carroll Ave., Chicago, Ill. (Cold stge. and fire)

Vulcan Rail & Const. Co.; Grand St. & Garrison Ave., Maspeth, N. Y. (Fire)

ELEVATORS

Alvey-Ferguson Co., Inc.; 75 Bisney Ave., Oakley, Cincinnati, Ohio.

Montgomery Elev. Co.; 30 Twentieth St., Moline, Ill. (Passenger and freight)

Otis Elevator Co.; Eleventh Ave. & 26th St., New York, N. Y.

Warsaw Elev. Co.; 216 Fulton St., Warsaw, N. Y. (Passenger and freight)

which all of the air previously drawn in through the suction port is ejected. There are three such cycles per revolution.

Lubrication of the pump is effected from the pressure lubrication system of the engine. Oil under pressure is admitted to the base whence it flows through passages in the housing and the rear end plate to the rear bearing. The pump shaft is drilled and contains three metering holes which register with the port in the bearing so that a limited supply of oil is directed to the bottom of each vane. Maker, Bendix Products Corp., South Bend, Ind. Distribution and Warehousing.

New Schrader Quick-Acting Air-Hose Coupler

PROVIDES an effective means of adapting a single air-line to varied requirements about the garage and shop.

Equipment such as grease-guns, spray-guns, chuck-gauges, chucks, blow-guns, etc., can be interchanged quickly on the one air-line by permanently attaching this coupler to the end



of the air-hose, and equipping each device with a steel adapter to fit the coupler.

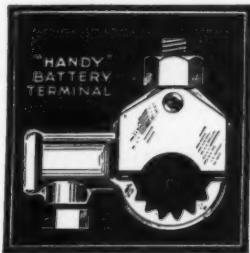
Air can be instantly applied to each unit by merely snapping the check-unit on the equipment fitted with the adapter. By a slight twist of the coupler, the air is automatically cut off. The check unit has a replaceable washer and deflator that can be changed easily when necessary.

The new coupler designated as Number 8050 in the Schrader line, is furnished complete with one adapter. Extra adapters

may be obtained for additional equipment, at small cost. Maker, A. Schrader's Son, Inc., Brooklyn, N. Y. Distribution and Warehousing.

Handy Battery Terminal Grabs Posts

OF rugged construction—grabs post tightly and establishes perfect contact. This terminal is reversable—can be used on positive or negative post and will fit all types of batteries



and cables. Is made of brass dipped in lead to help prevent corrosion.

A large adjustable opening makes it easy to put on and take off. Lies flat on battery and will not vibrate off. Maker, Han-Dee Mfg. Corp., Hartford, Conn. Distribution and Warehousing.

Seat Cushion Filler Sheets Now Available

TO satisfy a growing demand on the part of large fleet operators, Sponge-Aire patented seat cushion fillers can now be obtained in large sheets. This new policy permits fleet operators to quickly cut out sizes and shapes required for rush jobs. Maker, Sponge-Aire Seat Co., Inc., Buffalo, N. Y. Distribution and Warehousing.

Alemite Powergun Economical in Grease Dispensing

THIS new product has been built to fleet operators' specifications. Can be used as a portable unit, wheeled from job to job, or can be installed in a stationary position and lubricant piped to any number of outlets. It develops 83 times the air pressure used.



ELEVATORS (Portable)

Barrett-Cravens Co.; 3264 West 30th St., Chicago, Ill.
Economy Eng. Co.; 2651 W. Van Buren St., Chicago, Ill.
Jeffrey Mfg. Co.; 989 N. Fourth St., Columbus, Ohio.
Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass.
Link-Belt Co.; 2045 Hunting Park Ave., Philadelphia, Pa.

EXCELSIOR

Allen, Inc., Charles M.; Fulton, N. Y.
American Excelsior Corp.; 1000-1020 N. Halsted St., Chicago, Ill.
Orange Mfg. Co.; Elmhurst, N. C.
Philips Excelsior Co.; Chattanooga, Tenn.
Sheboygan Pad Co.; 1301-5 Erie Ave., Sheboygan, Wis.

EXTINGUISHERS (Fire)

American-La France and Foamite Corp.; 100 E. La France St., Elmira, N. Y.
Elkhart Brass Mfg. Co.; 1302 W. Beardsley Ave., Elkhart, Ind.
Oil Fire Extinguisher Co.; 877 Madison Rd., Cleveland, Ohio.
Pacific Fire Extinguisher Co.; 142 9th St., San Francisco, Cal.
Pyrene Mfg. Co.; 560 Belmont Ave., Newark, N. J.
Safety Fire Extinguisher Co.; 290 Seventh Ave., New York, N. Y.
Solvay Sales Corp.; 40 Rector St., New York, N. Y.

FANS (Industrial Ventilation)

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.
(See advertisement elsewhere in this issue.)

FLOOR REPAIRING MATERIAL

Master Builders Co.; 7016 Euclid Ave., Cleveland, Ohio.

FUMIGATING EQUIPMENT

Haskelite Mfg. Corp.; 208 W. Washington St., Chicago, Ill.

HOISTS (Chain and Electric)

Alloy Steel & Metals, Inc.; 1862 East 65th St., Los Angeles, Calif. (5 Ton Hand Hoist)
Box Crane & Hoist Corp.; Trenton Ave. & E. Ontario St., Philadelphia. (Electric)
Chisholm-Moore Hoist Corp.; 4056 Lakeside Ave., Cleveland, Ohio. (Chain)
Harnischfeger Corp.; 4401 West National Ave., Milwaukee, Wis. (Chain and electric)
Harrington Co.; Callowhill & 17th St., Philadelphia, Pa. (Chain and electric)
Hobbs Co., Clinton E.; 203 Chelsea St., Everett, Mass., Boston, Mass. (Chain and electric)
Reading Chain & Block Corp.; 2100 Adams St., Reading, Pa. (Chain and electric)
Hooper Crane & Hoist Works, Inc.; 1776 N. Tenth St., Reading, Pa. (Chain)
Wright Mfg. Co.; York, Pa. (Chain)
Yale & Towne Mfg. Co.; 4530 Tacony St., Philadelphia, Pa. (Chain and electric)

INSECTICIDES

Barrett Co., 40 Rector St., New York, N. Y.
Carbide & Carbon Chemicals Corp.; 30 E. 42nd St., New York, N. Y. (Gas)
Canal Co., Dept. M; 4250-56 No. Crawford Ave., Chicago, Ill.
Enos Chemical Co.; 2480 Indiana Ave., Chicago, Ill.
Graselli Chemical Co.; Guardian Bldg., Cleveland, Ohio.
Gretsch & Co., Inc., Ralph, 1150 Broadway, New York, N. Y.
Michigan Alkali Co.; 60 E. 42nd St., New York, N. Y.
Midway Chemical Co.; 5235-5239 W. 65th St., Chicago, Ill.
National Home Sanitation Co., Dept. AA, 627 First Ave., North, Minneapolis, Minn.
Potter Mfg. Co., Inc.; Dept. H, 12 Henry St., Bloomfield, N. J.
White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement elsewhere in this issue)
Wizard, Inc.; 5235-5239 W. 65th St., Chicago, Ill.

NAPHTHALENE FLAKES

Barrett Co., 40 Rector St., New York, N. Y.
Gretsch & Co., Inc., Ralph, 1150 Broadway, New York, N. Y.
White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement elsewhere in this issue.)

MOTH-CRAFT PRODUCTS ●
give safe, sure and inexpensive
insurance against damage by moths



NAPHTHALENE FLAKES and PINE TAR PAPER

24 hour shipment and personal attention to every order.

Write or phone
RALPH GRETsch & CO., INC. 1150 Broadway, N. Y. C.
Phone ABilene 4-8417

The way to make money by using
advertising is to use it—not to
fiddle with it.

PADS (Canvas Loading)

Canvas Specialty Co., Inc.; 90 Grand St., New York, N. Y.
Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
Gotch Co., Walter M., 630 W. Adams St., Chicago, Ill.
Iden Warehouse Supply Co.; 564 Washington Blvd., Chicago, Ill.
Louisville Bedding Co.; Preston & Market Sts., Louisville, Ky.
Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.
New Haven Quilt & Pad Co.; 82-86 Franklin St., New Haven, Conn.

(See advertisement on page of this issue)
Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.
Seattle Tent & Awning Co.; First Ave. & Columbia St., Seattle, Wash.
Wagner Awning & Mfg. Co.; 2655 Scranton Rd., Cleveland, Ohio.

IRON HORSE



Reg. U. S. Pat. Off.

FURNITURE PADS

Always improving values
through nineteen years of
honest service.

Cut sizes 36 x 72, 54 x 72,
72 x 72, 80 x 72.

Write for prices and
samples.

Van Linings
Grand Covers Tietape

CANVAS SPECIALTY CO., Inc. 90 Grand St., N.Y.C.

Fulco



FURNITURE PADS

and TARPAULINS

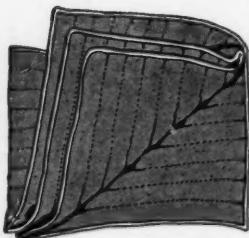
The best buy in Furniture Pads on the market today! FULCO is the quality pad with our special non-lump filler and reinforced Fulco Gilt Edge webbing ends. You will find FULCO PADS a real economy for both truck and warehouse use—give better protection—last longer.

Write today for 1935 prices on FULCO PADS, FULTEX and SHUREDRY TARPAULINS (standard weather protection equipment for open trucks). REFRIGERATOR COVERS, RADIO COVERS, WIPING CLOTHS, BURLAP, and WRAPPING TWINE.

Fulton Bag & Cotton Mills

Manufacturers Since 1870

ATLANTA ST. LOUIS DALLAS
MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.



POWCO FURNITURE PADS

CUT SIZE
 $\left\{ \begin{array}{l} 72 \times 36" \\ 72 \times 54" \\ 72 \times 72" \\ 72 \times 80" \end{array} \right.$

Quality pads, extra heavy cover, bound on all four sides, which means twice the service; lock-stitched, not chain stitched, prevents ravelling.

Filler laid one way, stitched the opposite, prevents "thinning out" or "lumping." Made with cotton filler, gives extra thickness and permanent body.

Furniture Tape, $1\frac{1}{2}$ " wide, Rolls of 27 yards.

Tarpaulins
Truck Covers
Awnings

POWERS & CO. REED ST. 25TH TO 26TH
PHILADELPHIA

PADS (Excelsior Wrapping)

American Excelsior Corp.; 1000-1020 N. Halsted St., Chicago, Ill.
 Dale Bros. Excelsior Pad Co.; 1659 Plainfield Ave., N. E., Grand Rapids, Mich.
 Indiana Excelsior Co.; S. Keystone Ave. & Belt R.R., Indianapolis, Ind.
 Pioneer Paper Stock Co.; 448 W. Ohio St., Chicago, Ill.
 Sheboygan Pad Co.; 1301-5 Erie Ave., Sheboygan, Wis.
 Washington Excelsior & Mfg. Co.; Ft. of Main St., Seattle, Wash.

It delivers all grades and types of lubricant; and is compact—49½ inches high, 18 wide and 24 long. Another feature is that it delivers lubricant from the original container to the bearing surface, thus preventing contamination and waste.

The new hand-control valve used with this gun fits push-type and hydraulic fittings without adapters and will deliver lubricant in large or small quantities under tremendous pressures at the operator's will. Maker, Alemite Corp., Chicago. Distribution and Warehousing.

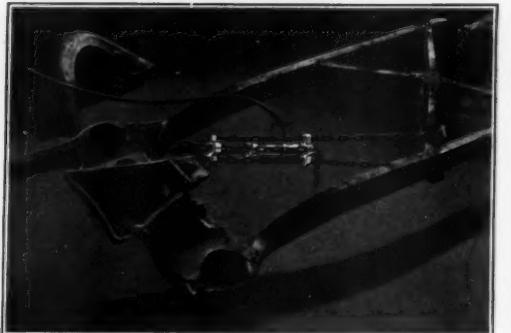
Porto-Power Shop Tool For Many Uses

DEVELOPMENT of a hydraulic jack adapted to body, fender, frame and shop work, and designed to replace specialized equipment in the average truck garage has been announced by Blackhawk. The jack and its accessories will enable complete body repair service with the minimum of equipment.

Taking its standard hydraulic jack as a basic unit, the pump and the ram of the jack have been separated into two units connected by a flexible hose. This has given to hydraulic jacks an adaptability heretofore impossible. With the new device it is possible to pull or press metal into shape, straighten frames and repair body faults under 7-ton hydraulic pressure.

Porto-Power, as the new unit is called, is practically a complete workshop on wheels, combining all tools needed for rough body repair operations in one matched set carried on a wheeled stand.

The division of the jack into two sections enables the ram to deliver full power in any direction. The ram, which is the heart of the equipment, is threaded at both ends to permit attachment of thirty accessories in any combination to fit the individual repair job.



The stand carrying the equipment is of sturdy, welded steel construction and moves on ball-bearing casters. Mounted on one end is a press frame which uses the ram for power. The pump for the jack is mounted on one side of the stand and is removable for work in or under automobiles. The ram unit is connected to the pump by a 6-foot reinforced flexible hose capable of withstanding high pressures. The thirty attach-

ments provided as standard equipment include malleable iron toes, body plates, angle irons, chain blocks, spring spreaders, fender clamps and caps, two welded steel chains and a series of metal pipe extensions of varying lengths. Nipples and couplings greatly increase flexibility of making combinations to fit the job.

The attachments enable the jack to push, pull, clamp, spread, or straighten under full hydraulic power.

Starting with the basic Porto-Ram, it is possible to build up combinations with the attachments to fit each particular job. This enables the Porto-Power Jack to replace expensive, specialized equipment.

Maker, Blackhawk Mfg. Co., Milwaukee, Wis. Distribution and Warehousing.

Kinnear Doors on "Normandie"

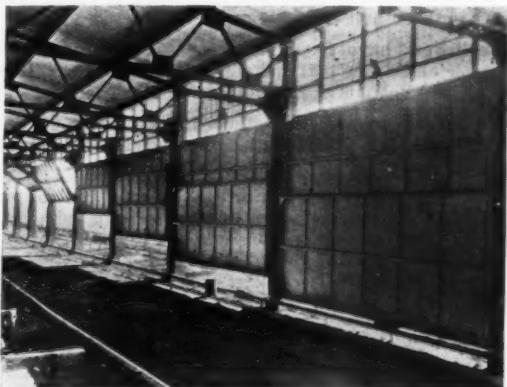
Dock Have Unusual Features

THE birth of a gigantic ship such as the French liner "Normandie" is a greater undertaking than many realize. Besides the engineering feat it alone represents, it involves other projects, though somewhat smaller in size, which call for specialized engineering skill.

One such project was that of the building of Pier 88 in the New York harbor, designed especially for the docking of the "Normandie."

Installed on this great pier are 192 steel bifolding doors of Kinnear design and construction. They range in size from 18 by 18 feet to 38 by 18.

To partially appreciate the major proportions of the door installation alone, in a project of this size, it is interesting to note the following:



If the doors were lined continuously they would extend 3880 feet—almost $\frac{1}{4}$ of a mile or nearly four times the length of the "Normandie."

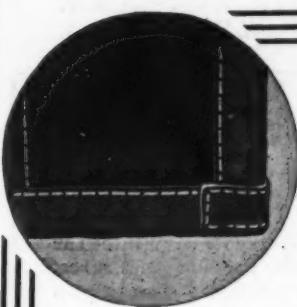
They required 350 tons of steel panels. To counterbalance this weight, so that a single man can easily open and close the door, 700,000 pounds of cast iron cylindrical weights were used.

Each door consists of two sections. After the lower section telescopes with the upper one the two sections slide to the overhead position on heavy steel tracks. The weight of the door is compensated by cast iron weights completely concealed in the jambs, thereby so perfectly counterbalancing it that only 15 pounds of energy is required to set it in motion.

Another feature is the safety drop lock. The raising and lowering of such great weight is hazardous unless proper safety equipment is used. This protection is given in the form of an elevator lock. This prevents the door dropping should the lifting chains accidentally break.

Pier 88 is unique in pier construction, in that it is built in three decks. The bifolding doors are so arranged that they provide a barrier or gate for the openings on the upper decks. The bottom section of the door can be disconnected, thereby

PADS (Canvas Loading)—Continued



★ Star Feature No. 2

A specially reinforced heavy welt edge binding on all four sides and tough, overlapped corners guarantee extra strength and longer service with Superior Dreadnaught Pads.

Superior Dreadnaught Furniture Pads

PERFORMANCE and endurance should count when buying furniture pads just as they do when buying trucks and trailers. Superior Dreadnaught Square-Stitched Furniture Pads give the utmost in performance and endurance because they have these better features... Uniform 3-inch squares, a solid, even one-piece layer felt lining and reinforcements that will not let the padding protrude from the sides. Get the best value... buy Dreadnaught Pads!

72 x 80 inch (cut size) @ \$23.50 Dozen. Other sizes proportionately lower priced. Terms—2% Cash, 10 days, Net 30 days on approved credit, F.O.B. New Haven, Conn.

NEW HAVEN QUILT & PAD CO.
80-86 FRANKLIN ST. NEW HAVEN, CONN.

PAPER PACKING MATERIALS

Ace Paper Co., Inc.; 127 Bleeker St., New York, N. Y.
Jiffy Pad & Excelsior Co.; 45 N. Washington St., Boston, Mass.
Kimberly Clark Co.; 8 S. Michigan Ave., Chicago, Ill.
Pilcher-Hamilton-Daily Co.; 348 N. Dearborn St., Chicago, Ill.
Pioneer Paper Stock Co.; 448 W. Ohio St., Chicago, Ill.

PAPER (Moth Proofing)

White Tar Co.: Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement elsewhere in this issue)

PARTITIONS (Steel)

Edwards Mfg. Co.; 529 Eggleston Ave., Cincinnati, Ohio.
Hanneman Co., E. F.; 6991 Grant Ave., Cleveland, Ohio.
Mills Co., The; Wayside Ed. & Nickel Plate R. R., Cleveland, Ohio.
Page Fence Assn.; Dept. E, 520 N. Michigan Ave., Chicago, Ill.
Phoenix Wire Works; 1940 E. Kirby Ave., Detroit, Mich.

PIANO DERRICKS AND TRUCKS

Fairbanks Co.; 393-399 Lafayette St., New York, N. Y.
Iden Warehouse Supply Co.; 864 Washington Blvd., Chicago, Ill.
Self-Lifting Piano Truck Co.; Findlay, Ohio.



For Every Kind of Piano
Here's a truck to meet
Your Needs

NEW BUCKEYE SILL PIANO TRUCK—Heavy Duty. Center wheel allows balancing and turning without lifting. Handles uprights, grands and baby grands easily and safely. Prevents scraping or marring floors. Also 10 other styles. Write today for free circulars.

Also Manufacturers of
X-70 REFRIGERATOR
TRUCKS and BALANCE
REFRIGERATOR
TRUCKS.

Self-Lifting Piano Truck Co.

Findlay, Ohio

Manufacturers of Trucks Since 1901

PAPER (Tar)

Gretsch & Co., Inc., Ralph; 1150 Broadway, New York, N. Y.
(See advertisement elsewhere in this issue)
White Tar Co.; Dept. W, Belleville Turnpike, Kearny, N. J.

How to secure POSITIVE MOTH PROTECTION

NOW . . . as 50 years ago . . . White Tar Moth Prevention Products provide the *surest, cheapest, safest and most profitable storage protection.*

WHITE TAR NAPHTHALENE FLAKES and BALLS

Scatter freely in any tight room and the job is done. No costly vaults—no dangerous poisonous gases. Available in bulk or package.

PINE TAR PAPER

Rugs, carpets and draperies rolled in this heavy, specially-treated paper are completely protected from moths—as well as dirt.

Send for prices and full information today.

THE WHITE TAR COMPANY OF NEW JERSEY, Inc.

(A subsidiary of the Koppers Co.)

Belleville Turnpike
Dept. W

Kearny, N. J.
Phone Kearny 2-3600



PRINTING

Economy Printing Service; 341 East 150 St., New York City,
N. Y.

PRINTING—

WAREHOUSE PRINTING FORMS OF EVERY DESCRIPTION

- Careful household storage warehousemen use the Economy Printing Service forms to aid them in operating their business legally and efficiently.
- The Economy Printing Service will gladly send you samples and quotations on request and will gladly quote prices on the forms you are now using.
- Our service and estimates will cover all of your printing needs.

ECONOMY PRINTING SERVICE 341 EAST 150TH ST. NEW YORK CITY

RACKS (Storage)

Barrett-Cravens Co.; 2204 West 30th St., Chicago, Ill.
Berger Mfg. Co.; 1039 Belden Ave., N. E., Canton, Ohio.
Lyon-Metal Products, Inc.; Drawer 480, Aurora, Ill.
Medart Mfg. Co., Fred; Pontiac & DeKalb Sts., St. Louis, Mo.

RECORDERS (Motor Truck)

Electric Tachometer Corp.; Broad & Spring Garden Sts., Philadelphia, Pa.
Ohmer Fare Register Co.; 740 Belden St., Dayton, Ohio.
Service Recorder Co.; 1422 Euclid Ave., Cleveland, Ohio.
Stewart-Warner Speedometer Corp.; Division Blvd., Chicago, Ill.
U. S. Fare Recorder Co., Inc.; 511 W. 54th St., New York, N. Y.
Vesder Mfg. Co.; 54 Sargent St., Hartford, Conn.

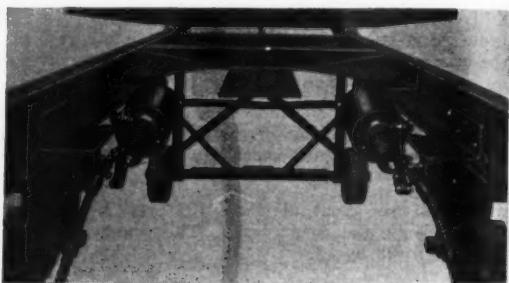
remaining in place when the upper section is opened in the normal manner.

Opening upward, these doors save floor and wall space. They also afford ample protection against weather and are burglar-proof. When built of metal they provide a positive fire guard. Maker, Kinnear Manufacturing Co., Columbus, Ohio. *Distribution and Warehousing.*

Vel-Vac Power Cylinders for Trailers and Trucks

MODELS A and C, of the push or pull type, are of the standard piston-type design and operate on the direct-acting principle.

They are offered primarily for use on trailers, although



they are equally as effective on trucks or tractors where a direct-acting cylinder is required. The rating of either cylinder on direct push or pull is 282 pounds.

The cylinders have fixed mounting studs securely riveted to the cover and a felt seal and wiper. The gland seal is guaranteed to hold vacuum for the life of the cylinder.

The specifications are: diameter 6 inches, stroke 6½ inches, area 28.2 square inches, length extended 18 inches, pull 20 inches, and weight 10½ pounds.

The company is likewise offering two new control valves, designated as the model V-25 for air-suspended cylinders and



the V-26 for vacuum-suspended cylinders. Each weighs 1½ pounds. Their capacity covers the range from small power cylinders for passenger cars to a pair of the C cylinders with change or adjustment.

They are designed for foot-pedal operation and mount easily on the pedal rod with either mechanical or box-type hydraulic brakes. The release area is nearly twice as great as the application area and the operation is positive with complete control of application at all times. The valve may be connected from single to double line without removing from the vehicle. Maker, Vacuum Power Equipment Co., Detroit, Mich. *Distribution and Warehousing.*

REFRIGERATION (Truck Body)

B & J Trailer Co., 3913 Michigan Ave., Chicago, Ill.
Fruehauf Trailer Co., 10940 Harper Ave., Detroit, Mich.
(See advertisement elsewhere in this issue.)
 International Carbonic, Inc., 60 East 42nd St., New York, N. Y. (Carbon Dioxide)
 International Harvester Co. of Amer., 608 S. Michigan Ave., Chicago, Ill.
 Liquid Carbonic Co., 2100 S. Kedzie Ave., Chicago, Ill. (Carbon Dioxide)
 Mack Trucks, Inc., 25 Broadway, New York, N. Y.
 Bee Motor Car Co., 1331 S. Washington Ave., Lansing, Mich.
(See advertisement elsewhere in this issue.)

SAWS (Portable Machine)

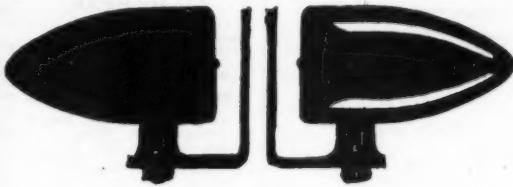
Fairbanks, Morse & Co.; 900 S. Wabash Ave., Chicago, Ill.
 Kennedy, Ralph M.; 111 N. Seventh St., Philadelphia, Pa.
 Leach Co.; S. Main & Sixth Sts., Oshkosh, Wis.
 Liquid Saw Co., E. T.; 608 Lincoln Ave., Millvale, Pittsburgh, Pa.
 Quinn & Sons, D. W.; 42 Royalston Ave., Minneapolis, Minn.
 Skiles, Inc.; 2310 Elston Ave., Chicago, Ill.
 Wallace & Co., J. D.; 134 S. California Ave., Chicago, Ill.

SCALES

Dayton Scale Co.; Dayton, Ohio.
 Fairbanks, Morse & Co.; 900 S. Wabash Ave., Chicago, Ill.
 Garton Scale Co.; Beloit, Wis.
 International Scale Co.; 270 Broadway, New York, N. Y.
 Standard Scale & Supply Co.; 412 First Ave., Pittsburgh, Pa.
 Toledo Scale Co.; Toledo, Ohio.

SIGNALS

Turn Signal Corp., 400 E. Rittenhouse Ave., Phila., Pa.



A paying investment.

Watch for this trademark.

TURN SIGNAL
CORPORATION

400 E. Rittenhouse St., (Germantown) Phila., Pa.

STENCIL CUTTING MACHINES

Bradley Mfg. Co., A. J.; 101 Beckman St., New York, N. Y.
 Diagram Stencil Mfg. Corp.; 2913 Clark Ave., St. Louis, Mo.
 Ideal Stencil Mfg. Co.; 22 Ideal Block, Belleville, Ill.
 March Stencil Mfg. Co.; 35 March Bldg., Belleville, Ill.

TIRES (Industrial Truck)

General Tire & Rubber Co.; E. Market St., Akron, Ohio.
(See advertisement elsewhere in this issue.)
 Goodrich Rubber Co., B. F.; Akron, Ohio.
(See advertisement elsewhere in this issue.)
 Goodyear Tire & Rubber Co.; 7144 E. Market St., Akron, Ohio.

TIRES (Motor Truck)

Firesstone Tire & Rubber Co.; So. Main St., Akron, Ohio.
 General Tire & Rubber Co.; E. Market St., Akron, Ohio.
(See advertisement elsewhere in this issue.)
 Goodrich Rubber Co., B. F.; Akron, Ohio.
(See advertisement elsewhere in this issue.)
 Goodyear Tire & Rubber Co.; 7144 E. Market St., Akron, Ohio.
 Kelly-Springfield Tire Co.; 405 Lexington Ave., New York, N. Y.
 Mohawk Rubber Co.; 1235 Second Ave., Akron, Ohio.
 Schleicher Rubber Co.; Akron, Ohio.
 United States Rubber Co.; 1790 Broadway, New York, N. Y.

TRAILERS (Motor Truck)

B & J Trailer Co.; 3913 Michigan Ave., Chicago, Ill.
Fruehauf Trailer Co., 10940 Harper Ave., Detroit, Mich.
(See advertisement elsewhere in this issue.)
 General Motor Truck Co.; Pontiac, Mich.
(See advertisement elsewhere in this issue.)
 Highway Trailer Co.; Edgerton, Wis.
 Stoughton Co.; Stoughton, Wis.
 Trailer Co. of America; 31st and Robertson, Cincinnati, Ohio.
 Utility Trailer Mfg. Co.; Box 1407, Arcade Station, Los Angeles, Cal.

TRUCK RACKS (For Hand Trucks)

Re-Bo Equipment Co.; 405 Lexington Ave., New York City, N. Y.

TRUCKS (Hand)

American Pulley Co.; 4200 Wissahickon Ave., Philadelphia, Pa.
(All steel stevedore)
 Barrett-Cravens Co.; 3264 West 30th St., Chicago, Ill. (Lift, stevedore and platform)
 Bodinson Mfg. Co.; 4401 San Bruno Ave., San Francisco, Cal. (Platform)
 Chase Fdry. & Mfg. Co.; 2340 Parsons Ave., Columbus, Ohio.
 Colson Co.; Box 550 Elyria, Ohio. (Platform and stevedore)
 Electric Wheel Co.; Walton Heights, Quincy, Ill. (Platform and stevedore)
 Fairbanks Co.; 395-399 Lafayette St., New York, N. Y. (Lift, platform and stevedore)

Globe Vise & Truck Co.; 1451 Front St., N. W., Grand Rapids, Mich.
 Hamilton Caster & Mfg. Co.; Hamilton, Ohio.
 Howe Chain Co.; 2-30 E. Clay Ave., Muskegon, Mich.
International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.
 Jarvis & Jarvis, Inc.; 200 S. Main St., Palmer, Mass.
 Lansing Co.; 602 Cedar St., Lansing, Mich. (Platform and stevedore)
 Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass. (Lift and stevedore)
 Lyon Iron Works, Inc.; Box A, Greene, N. Y. (Lift and platform)
 McKinney Mfg. Co.; Liverpool & Metropolitan Sta., Pittsburgh, Pa. (Stevedore)
 Marion Malleable Iron Works; Box 689, 928 Miller Ave., Marion, Ind. (Dolly)
 Mercury Mfg. Co.; 4148 S. Halsted St., Chicago, Ill.
 Norman, Wm. A.; 180 N. Michigan Ave., Chicago, Ill.
 Nutting Truck Co.; 252 Kinzie St., Chicago, Ill. (Platform and stevedore)
 Saginaw Stamping & Tool Co.; Saginaw, Mich.
Self-Lifting Piano Truck Co.; Findlay, Ohio. (Special piano)
(See advertisement elsewhere in this issue.)

Service & Truck Co.; 517 N. Alton St., Alton, Mich.
 Streich & Bro. A.; 518 Eighth St., Oshkosh, Wis.
 Tucker & Dorsey Mfg. Co.; Dept. D. W., S. State & Bates Sta., Indianapolis, Ind.
(Platform)
Z-K Equipment & Supply Co., 1227 Prospect Ave., Cleveland, Ohio. (Lift and Platform)
(See advertisement elsewhere in this issue.)

TRUCKS (Jack)

Colson Co.; Box 550, Elyria, Ohio

TRUCKS (Refrigerator)

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.
 R & B Appliance Co., Inc.; 208 E. Crawford St., Findlay, Ohio.
Self-Lifting Piano Truck Co.; Findlay, Ohio.
(See advertisement elsewhere in this issue.)

The DAYTON CARRIER TRUCK

Deliver your Refrigerators
on Rubber

Will Not Mar—Speeds Delivery



Type X with one strap.....\$17.00
 Type Y with one strap.....18.50
 f.o.b. Dayton

International Engineering Inc.
 Dayton, Ohio 15 Park Row, N. Y.

VAULTS (Fumigation)

Haskelite Mfg. Corp.; 208 W. Washington St., Chicago, Ill.

WAREHOUSE FORMS

Economy Printing Service; 341 East 150th St., New York City, N. Y.

(See advertisement elsewhere in this issue.)

WHEELS (Industrial Truck)

Divine Bros. Company; 101 Whitesboro St., Utica, N. Y.
 Fairbanks Co.; 395-399 Lafayette St., New York, N. Y.
International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio

WORK SUITS AND UNIFORMS

Carhartt-Hamilton Cotton Mills; Michigan Ave. & Kent St., Detroit, Mich.
 Hart Mfg. Co.; 16 E. Livingston St., Columbus, Ohio.
 Hirsh-Weil Mfg. Co.; 205-209 Burnside St., Portland, Ore.
 Isaac and Son, Wm.; 58 Bowery, New York, N. Y.
 McDonald Mfg. Co., B. L.; Twelfth & Penn Sts., St. Joseph, Mo.
 Motor Suit Mfg. Co.; 30 W. North St., Kansas City, Mo.
 Nunnally & McCree Co.; 104-11 Mitchell St., S. W., Atlanta, Ga.
 Oppenheimer Bros.; 1107 Broadway, New York, N. Y.
 Seeger Mfg. Co.; Cypress W., Houston, Texas.
 Star Overall & Uniform Mfg. Corp.; 65 Varick Ave., Brooklyn, N. Y.
 Strauss & Co., Levi; 98 Battery St., San Francisco, Cal.
 Waco Garment Mfg. Co.; P. O. Box 134, Waco, Texas.

Warehouse Advertisers Index

ALABAMA

Page 59

- Birmingham
Harris Tfr. & Whse. Co.
Strickland Tfr. & Whse. Co.
Whitlock Tfr. & Whse. Co.
- Mobile
Merchants Tfr. Co.
- Montgomery
Alabama Tfr. & Whse. Co.
Moeller Tfr. & Sign. Co.

ARIZONA

Page 59

- Phoenix
Chambers Tfr. & Sign. Co.
Lightning Moving & Sign. Co.
- Tucson
Tucson Whse. & Tfr. Co.

ARKANSAS

Page 59

- Ft. Smith
Arkansas Whse. Co.
O. K. Tfr. & Sign. Co.
- Little Rock
Commercial Whse. Co.
Terminal Whse. Co.

CALIFORNIA

Pages 60-61

- Long Beach
City Tfr. & Sign. Co.
- Los Angeles
Bekins Van & Sign. Co.
California Whse. Co.
Los Angeles Whse. Co.
Lyon Van & Sign. Co.
Metropolitan Whse. Co.
Overland Term. Whse.
Pacific Commercial Whse., Inc.
Prudential Signs & Moving Co.
Star Truck Whse. Co.
Union Term. Whse.
Westland Whses.
- Oakland
Howard Term. Whses.

COLORADO

Page 61

- Denver
Weldor Tfr. & Sign. Co.
- Pueblo
Burch Whse. & Tfr. Co., Inc.

CONNECTICUT

Pages 61-62

- Hartford
Hartford Despatch & Whse. Co.
- Hartford
Boat Line Whse. Co., Inc.
Hartford Despatch & Whse. Co., Inc.
- New Haven
Davis Sign. Co.
Stanley Co.
- West Haven Trucking Co.
- Stamford
Schaefer & Son, Inc., Wm. H.

DISTRICT OF COLUMBIA

Page 62

- Washington
Federal Sign. Co.
Merchants Tfr. & Sign. Co.
Security Sign. Co.
Smith Tfr. & Sign. Co., Inc.
Terminal Refrigerating & Whse. Corp.
Terminal Sign. Co.
United States Sign. Co.

FLORIDA

Page 63

- Jacksonville
Union Term. Whse. Co.
Vann Warehouse Co., Inc.
- Miami Beach
Washington Sign. Co., Inc.
- Tampa
Caldwell Bonded Whses., Inc.
Lee Term. & Whse. Corp.
Warehouse, Inc.

GEORGIA

Page 63

- Atlanta
General Whse. & Sign. Co.
Monroe Bonded Whses.
- Augusta
Reliable Tfr. Co.
- Columbus
Burnham's Sign. & Van Service
- Savannah
Savannah Bonded Whse. & Tfr. Co.

HAWAII

Page 63

- Honolulu
City Tfr. Co.

IDAHO

Page 63

- Boise
Boise Cold Sign. Co.

ILLINOIS

Page 64-67

- Chicago
Anchor Sign. Co.
Central Sign. & Fwdg. Co.
Central Term. Whse. Co.
Currier-Lee Whse. Co.
Districh Whse. Co.
Empire Whse., Inc.
Griswold-Walker-Batesman Co.
Lincoln Warehouse Corp.
Midland Whse. & Tfr. Co.
Producers Whse. Co.
Railway Term. & Whse. Co.
Republie Whse. Co.
Seng Waterway Whse. Co.
Soc Term. Whse.
Tooker Sign. & Fwdg. Co.
Walker & McLaughlin, Inc.
Werner Bros.-Kensville Co.

- Danville
Danville Tfr. & Sign. Co.

- Decatur
Decatur Whse. Co.

- Joliet
Joliet Whse. & Tfr. Co.

- Fairfield
Federal Whse. Co.
National Whse. Corp.

- Rockford
Barrett Sign. Whse.

- Rock Island
Rock Island Tfr. & Sign. Co.

INDIANA

Page 67-68

- Evansville
Johnson Term. Corp., Mead
Terminal Whse. Co., Inc.
- Fort Wayne
Fort Wayne Sign. Co.
Potter Sign. Whse. Co.
- Hammond
Johnson Tfr. & Fpt. Whse.

INDIANAPOLIS

Coburn Sign. & Whse. Co., Henry
Indianapolis Whse. & Sign. Co.
Strohm Whse. & Ciga. Co.

- Terre Haute
Bauermeister Term. Co.

IOWA

Page 68

- Cedar Rapids
Cedar Rapids Tfr. & Sign. Co.

- Davenport
Ewert & Richter Exp. & Sign. Co.

DES MOINES

Blue Line Sign. Co.
Merchants Tfr. & Sign. Co.
White Line Sign. & Sign. Co.

- Mason City
Mason City Whse. Corp.

- Sieu City
Isenminger's Sign. & Cig. Co.

- Waterloo
Iowa Whse. Co.

KANSAS

Page 68-69

- Hutchinson
Cody Tfr. & Sign. Co.

- Kansas City
Grandview Club Tfr. & Sign. Co.
Inter-State Tfr. & Sign. Co.

TOPKA

Topka Tfr. & Sign. Co., Inc.

WISHLA

Brokers Office & Whse. Co.
Cassell Tfr. & Sign. Co.
Mid-Continent Whse. Co.
United Whse. Co.

KENTUCKY

Page 69

- Lexington
Union Tfr. & Sign. Co., Inc.

LOUISVILLE

Page 69-70

- Louisville
Fireproof Sign. Co., Inc.
Kentucky Term. Whse. & Sign. Co.
Lampkin Whse. Co.
Public Whse. Co.

MISSOURI

Page 75-77

- Jackson
Bicks Sign. Co.

MISSISSIPPI

Page 75

- Jackson
Anchor Whse., Inc.
Cameron Tfr. & Sign. Co.
Kidney Whse. Co.
Minneapolis Minn. Whse. Co.
Northwestern Term. Co.
Northwest Whse. Co.

MISSOURI

Page 75-77

- Jefferson City
Commerce Cig. Co.

JEPPIA

Page 75

- Kansas City
A.B.C. Fireproof Whse. Co.

- Adams Tfr. & Sign. Co.

- Central Sign. Co.

- Crooks Term. Whse.

- Monarch Tfr. & Sign. Co.

- Murray Tfr. & Sign. Co., W. H.

- Only Way Tfr. & Whse. Co.

- Smith Signs. Co., Inc., H. H.

- United Whse. Co.

- Walnut Sign. & Dist. Co.

- St. Joseph
Terminal Whses. of St. Joseph, Inc.

- St. Louis
Columbia Terminals Co.

- Langas Sign. & Van Co., Ben A.

- Lang Whse., S. N.

- St. Louis Mart. Inc.

- St. Louis Term. Whse. Co.

MASSACHUSETTS

Pages 71-72

- Boston
Bankers Whse. Co.
Buckley Co., T. G.
Congress Stores, Inc.
Dunn Co., D. W.
Felt Whse. Co., Inc.
Flis Whse. Co., D. S.
Hoosac Sign. & Whse. Co.
Merchants Whse. Co.
Wiggin Terminals, Inc.
Woodberry Co., D. S.

- Cambridge
Clark & Reid Co., Inc.

- Fall River
Keogh Sign. Co.
MacKenzie & Winslow, Inc.

- Pittsfield
Roberts & Sons, Inc., T.

- Springfield
Atlantic States Whse. & Cold Sign. Co.
Hartford Despatch & Whse. Co.

MICHIGAN

Pages 72-74

- Detroit
Central Detroit Whse. Co.
Detroit Harbor Terminal, Inc.
Grand Trunk Ry. Term. & Cold Sign. Co.
Henry & Schram Sign. & Tigr. Co., John F.
Ivory Sign. Co., Inc., John F.
J. J. Jones Term. Whse.
Owl Moving & Sign. Co.
Riverside Sign. & Ciga. Co.
United States Whse. Co.
Wayne Whse. Co.
Wolverine Sign. Co., Inc.

- Flint
Central Whse. Co.

- Grand Rapids
Columbian Sign. & Tigr. Co.

- Lansing
Fireproof Sign. Co.
Lansing Sign. Co.

- Saginaw
Central Whse. Co.

MINNESOTA

Pages 74-75

- Minneapolis
Anchor Whse., Inc.
Cameron Tfr. & Sign. Co.
Kidney Whse. Co.
Minnesota Minn. Whse. Co.
Northwestern Term. Co.
Northwest Whse. Co.

- Rochester
Carey Tfr. & Sign. Co.

- St. Paul
Central Whse. Co.
St. Paul Term. Whse. Co.
Kidney Warehouse Co.

MISSISSIPPI

Page 75

- Jackson
Bicks Sign. Co.

MISSOURI

Page 75-77

- Jefferson City
Commerce Cig. Co.

- Joplin
Tennies Tfr. & Sign. Co.

- Kansas City
A.B.C. Fireproof Whse. Co.

- Adams Tfr. & Sign. Co.

- Central Sign. Co.

- Crooks Term. Whse.

- Monarch Tfr. & Sign. Co.

- Murray Tfr. & Sign. Co., W. H.

- Only Way Tfr. & Whse. Co.

- Smith Signs. Co., Inc., H. H.

- United Whse. Co.

- Walnut Sign. & Dist. Co.

NEBRASKA

Page 77

- Grand Island
Sullivan's Grand Island Signs, Co.
- Hastings
Burley Signs & Tr. Co., Inc.
- Lincoln
Sullivan's Tr. & Signs, Co.
Union Term. Whse. Co.
- Omaha
Bushman Whse. & Signs Co.
Central Signs & Van Co.
Ford Bros. Van & Signs, Inc.
Gordon Signs, Inc.
Knoebel Signs, Co.
Pacific Signs & Whse. Co.
Terminal Whse. Co.

NEW HAMPSHIRE

Page 77

- Manchester
McLane & Taylor

NEW JERSEY

Pages 77-78

- Ashbury Park
Anderson Bros.
- East Orange
Lincoln Signs, Whses.
- Hackensack
Holman & Co., Inc., Geo. B.
- Jersey City
K & E DeLuxe Padded Van Co., Inc.
- Newark
Maxx Whse. Co.
Knickerbocker Signs, Whses. Co.
Lehigh Whse. & Transp. Co., Inc.
- Plainfield
Sisser Bros.
- South Orange
South Orange Signs, Co., Inc.
- Trenton
Perry Exp. & Signs, Co.

NEW YORK

Pages 78-83

- Albany
Albany Term. & Security Whse. Co., Inc.
Central Railway Term. & Cold Signs, Co., Inc.
Hudson River Signs & Whse. Corp.
- Amsterdam
Mazu, Inc., George H.
- Binghamton
Southes, Inc., John B.
- Brocklyn
Eagle Signs, & Signs, Co.
Long Island Signs, Whses.
Reilly's Sons, Peter F.
Strang Whses., Wm. H.
- Buffalo
Knowlton Whse. Co.
Larkin Co., Inc.
Market Term. Whse.
Terminal & Transportation Corp.
- Eliira
Bimberg Sons, Joseph
Rico Signs, Corp., A. C.
- Forest Hills
Forest Hills Fpd. Signs, Co.
- Great Neck
Great Neck Signs, Co., Inc.
- Hempstead
Hempstead Signs, Corp.
- Jackson Heights
Kelly, Inc., Fred G.
- Jamaica
Jamaica Signs, Whse. Co.
- New Gardens
New Gardens Signs, Whse.
- New Rochelle
O'Brien's Fpd. Signs.
- New York City
Abingdon Whses., Inc.
Bowling Green Signs & Van Co.
Bush Terminal Co.
Byrnes Bros. Whses., Inc.
Day & Mayer, Murray & Young, Inc.
Dunham & Reid, Inc.
Ellinger's Fpd. Whses., Inc.
Gilbert Signs, Co., Inc.
Globe Fpd. Signs, Whse. Co., Inc.

- Hahn Bros. Fpd. Whses., Inc.
Lackawanna Term. Whses., Inc.
Lehigh Harlem River Term. Whse., Inc.
Lincoln Whse. Corp.
McCormick Trucking Co., Inc.
Miller L.
- Middleton Whse., Inc.
Royal Whse. Corp.
Santini Bros., Inc.
Seaboard Signs, Corp.
Starrett-Lehigh Bldg.
Warwick-Thomson Co.

- Rochester
Clancy Carting Co., Inc., Geo. M.
Monroe Whse. Co., Inc.
Rochester Signs, Whses., Inc.
- Schenectady
McCormick Highway Transp., Inc.
- Syracuse
Flag Signs, Whse. Co.
Great Northern Whses., Inc.
King Signs, Whses., Inc.
- Ulster
Broad St. Whse. Corp.
Jones-Clark Trucking & Signs, Co., Inc.
Ulster Whse. Co., Inc.
- White Plains
Carpenter Signs, Inc.
Evans & Sons, Inc., J. H.
- Venckers
McCann's Signs, Whse. Co.

NORTH CAROLINA

Page 84

- Charlotte
American Signs & Whses. Co.
Carolina Tr. & Signs, Co.
Union Signs & Whses. Co.
- Wilmington
Farrar Tr. & Signs, Whses.

NORTH DAKOTA

Page 84 -

- Fargo
Union Signs & Tr. Co.

OHIO

Pages 84-87

- Akron
Cotter-City View Signs, Co.
Knickerbocker Whses. & Signs, Co.
- Canton
Canton Signs, Inc.
- Cincinnati
Baltimore & Ohio Whses. Co.
Cincinnati Term. Whses., Inc.
Consolidated Trucking, Inc.
Naish Moving & Signs, Co., Al
- Cleveland
Brayton Storage Co.
Bridges Term. Inc.
Distribution Term. & Cold Signs, Co.
Greely-General Whse. Co.
Lederer Term. Whse. Co.
Lincoln Signs, Co.
Neal Signs, Co.
Ottis Term. Whse. Co.
Railway Whses., Inc.

- Columbus
Columbus Term. Whses. Co.
Columbus Whses., Inc.
Edwards Tr. & Signs, Co.
Merchandise Whse. Co.
Nelson Whse. Co.

- Marietta
Merchants Tr. Co.
Wright Tr. & Signs, Co.

- Middletown
Jackson & Sons Co.

- Springfield
Wagner Whse. Corp.

- Staunton
Travis Co., E. L.

- Toledo
Great Lakes Term. Whses. Co.
Toledo Term. Whses., Inc.

- Youngstown
Fisher-Gilder Cartage & Signs, Co.

OKLAHOMA

Page 87

- Oklahoma City
Commercial Whse. Co.
O. K. Tr. & Signs, Co., Inc.
Oklahoma Bonded Whse. Co.
Red Ball Inc. Tr. & Signs, Co.

- Tulsa
Hodges Fpd. Whses., Joe

OREGON

Page 87

- Portland
Colonial Whse. & Tr. Co.
Holman Tr. Co.
Oregon Tr. Co.
Rapid Tr. & Signs, Co.
Wilhelmin Whse. Co., Bodie

PENNSYLVANIA

Pages 87-89

- Allentown
Altman Signs & Tr. Co.
- Bethlehem
Lehigh & New England Term. Whse.

- Erie
Eric Signs & Cig. Co.

- Harrisburg
Harrisburg Signs, Co.

- Hazleton
Karn's Tr. & Signs.

- Lancaster
Keystone Exp. & Signs, Co.

- Oil City
Carmahan Tr. & Signs.

- Philadelphia
Atlas Signs, Whse. Co.
Ferguson Signs, Co.
Fidelity 20th Century Signs, Whses.
Gallagher's Whses.
Miller North Broad Signs, Co.
Terminal Whse. Co.

- Pittsburgh
Duquesne Whse. Co.
Haugh & Keenan Signs & Tr. Co.
Kirby Tr. & Signs, Co.
White Term. Co.

- Sheridan
Post, R. F.
Quackenbush Whse. Co., Inc.

- Uniontown
Keystone Tr. Co.

- Wilkes-Barre
Wilkes-Barre Whse. Co.

- Williamsport
Williamsport Signs, Co.

RHODE ISLAND

Page 89

- Providence
Terminal Whse. Co. of R. I., Inc.

SOUTH CAROLINA

Page 89

- Charleston
Charleston Whses. & Fwdg. Co.

TENNESSEE

Page 90

- Gaffney
Textile Signs & Whses. Co.

- Knoxville
Fireproof Signs & Van Co., Inc.
Rowe Tr. & Signs, Co.

- Memphis
General Whse. & Dist. Co.
Poston Signs, Whses., Inc., John H.
Rose Whse. Co.

- Nashville
Bond, Chadwell Co.
Central Van & Signs, Co.
Price-Bass Co.

TEXAS

Pages 90-92

- Amarillo
Armstrong Tr. & Signs, Co., Inc.
Bishop Whse. & Signs, Co.

- Austin
Austin Fpd. Whse. Co.

- Corsicana
Crocker Tr. & Signs, Co.

- Dallas
American Tr. & Signs, Co.

- Dallas
Dallas-Term. & Term. Whse. Co.
Dallas-Trinity Whse. Co.
Inter-State Fpd. Signs, Co. & Tr. Co.

- Fort Worth
Bainbridge-O'Keefe Fpd. Signs, Co.
General Cartage Co.
O. K. Whse. Co.
Texas & Pacific Term. Whse. Co.

- Harlingen
James Tr. & Signs, Co., Inc.

- Houston
Gulf Whse. & Transport Co.
Patrick Tr. & Signs, Co.
Universal Term. Whse. Co.
Westheimer Whse. Co., Inc.

- Longview
Wilson Tr. & Whse. Co., Roy

San Antonio

- Central Whse. & Signs, Co.
Merchants Tr. & Signs, Co.
Mueller-Jessell Whse. Co.
Scooby Fpd. Signs, Co.
Southern Tr. Co., Inc.

- Tyler
East Texas Term. Whse. Co., Inc.
Tyler Whse. & Signs, Co.

- Wichita Falls
Terry Whse. & Signs, Co.

UTAH

Pages 92-93

- Utah
Western Gateway Signs, Co.
- Salt Lake City
Central Whse.
Dooly Terminal Whse.
Jennings-Cornwall Whse. Co.
Security Signs & Cam. Co.

VIRGINIA

Page 93

- Norfolk
Bell Signs, Co., Inc.
- Richmond
Brooks Tr. & Signs, Co., Inc.
Virginia Bonded Whse. Corp.
- Roanoke
Roanoke Public Whse.

WASHINGTON

Page 93

- Seattle
A.B.C. Signs, Co.
Eyre Tr. & Whse. Co., Inc.
Taylor Edwards Whse. & Tr. Co., Inc.
- United Whse. Co.
Winn & Russell, Inc.

- Spokane
Spokane Tr. & Signs, Co.

WEST VIRGINIA

Page 93

- Huntington
Huntington Whse. Corp.

WISCONSIN

Page 94

- LaCrosse
Gateway City Tr. Co.
LaCrosse Term. Whse.

- Madison
Union Tr. & Signs, Co.

- Milwaukee
Atlas Signs, Co.
Hansen Signs, Co.
Lincoln Fpd. Whse. Co.
National Whse. Corp.

CANADIAN WAREHOUSE SECTION**BRITISH COLUMBIA**

Page 95

- Vancouver
Johnston National Signs, Ltd.

ONTARIO

Page 95

- Toronto
Canadian Rail & Harbour Term., Ltd.
Tippet-Richardson, Ltd.

QUEBEC

Page 95

- Montreal
Morgan Trust Co.
Westmount Tr. & Signs, Ltd.

FOREIGN WAREHOUSE SECTION**MEXICO**

Page 95

- Mexico City
Bogegas Chappa, S. A.

WAREHOUSE DIRECTORY

A Guide to representative Merchandise, Cold Storage and Household Goods Warehouses, Forwarders, Terminals, and Transfer Companies, arranged by States and Towns

"Andy Says"

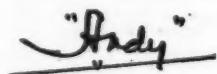
A GREAT surprise was in store for those executives who attended the Great Lakes regional meeting of warehousemen's associations at the Spink-Wawasee Hotel, Wawasee, Ind., July 20 to 23d. Its attendance equalled that of some of our national meetings and represented the merchandise as well as the household goods branch of the industry.

The discussion of current topics regarding these two divisions of the trade, as well as of what may be expected from association work in the future, made the meeting considerably more than a summer outing, as may have been originally intended several years ago when the first get-together was called to replace the Mackinac summer meeting of the National Furniture Warehousemen's Association.

Many warehousemen present at Wawasee recalled the days of the old Central Warehousemen's Club gatherings to which warehousemen from all States, regardless of association affiliations, were invited.

Old personal friends with varied association connections but with a common interest are in this way brought together. What more could be desired than this good fellowship where, if differences do exist, at least the opportunity to iron them out is offered?

One thing is certain: the warehousing trade is association-minded; and, in view of the collapse of NRA, will this spirit stand in its stead, for association activities will carry on and grow stronger than ever in the past.



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FIREPROOF WAREHOUSES
MERCANDISE and HOUSEHOLD GOODS
STORAGE HAULING PACKING
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A. C. W., ALA. T. & W. A.

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Pool Car Service a Specialty—Motor Truck Service
Centrally Located—Free Switching from All R.R.s.

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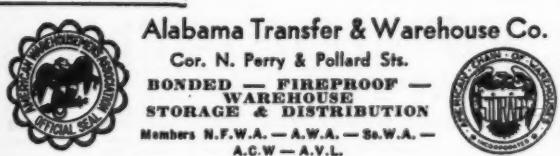


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HEAVY HAULING—STORAGE
Pool Cars and General Merchandise—Bonded
Authorized Transfer Agents
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Southern Railroads. Clyde Mallory S/S Co.

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WAREHOUSE
STORAGE & DISTRIBUTION
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A.C.W. — A.V.L.

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AND
STORAGE**

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Low
Insurance
Rates
Pool Car
Distribution
Compartments
for household
Goods



NEW TERMINAL WAREHOUSE CO.
LITTLE ROCK ARKANSAS

Member American Warehousemen's Association
American Chain of Warehouses.

CALIFORNIA

DIRECTORY OF WAREHOUSES

Distribution and Warehousing
August, 1935

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EFFICIENT WAREHOUSING
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Sprinklered Concrete
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Spur Tracks
Low
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Merchandise
Exclusively

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Consign your shipments for Hollywood, Beverly Hills, and Los Angeles direct to us. We will insure you satisfied customers. A complete service.

LOS ANGELES, CAL.



LOS ANGELES, CAL.

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Centrally Located in Metropolitan Area
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Complete Warehousing & Trucking Service
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Make Westland Warehouses

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C. W. A., L. A. W. A.

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AN ASSOCIATED

DIRECTORY OF WAREHOUSES

Distribution and Warehousing
August, 1935

STORAGE and DISTRIBUTION



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(See Page Advertisement Directory Issue)

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Established 1901



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CALDWELL
BONDED
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MERCHANDISE
Storage & Distribution
Fireproof Buildings

Waterfront Whse. and
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Moving & Storage Agents
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Tampa is the logical port from which to serve all of Florida.
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Merchandise Warehousing & Forwarding

Negotiable Warehouse Receipts Issued

Pool Car Distributors

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On U.P.R.R.

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August, 1935**CHICAGO, ILL.**

**Combine your Chicago Office
and your Warehouse**

■ at ANCHOR. The best location in Chicago—across the street from Tribune Tower and only three minutes from the loop.

You will find here every facility for the efficient storage and distribution of your merchandise.

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Located at Strategic Distribution Centers*

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CROOKS TERMINAL WAREHOUSES

CHICAGO

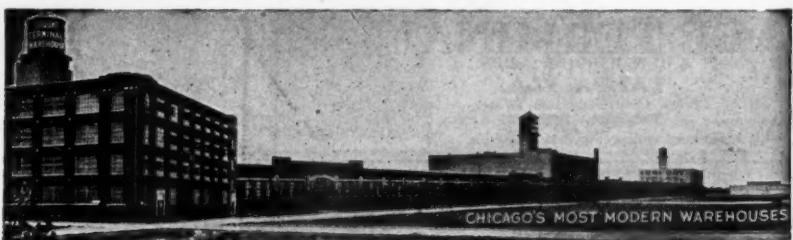
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HARRISON STS.
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**COMPLETE WAREHOUSING
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**GRISWOLD-WALKER-BATEMAN
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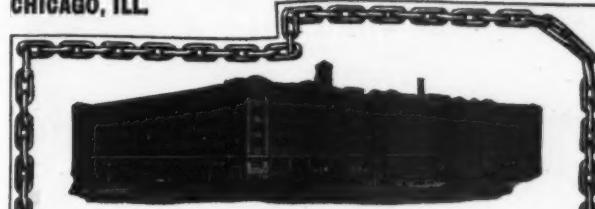
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“40 Years of Distinctive Service”
Personal attention of executives to customers. Collections promptly remitted
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**LARGE AND SMALL SHIPPERS
THREE MODERN MERCHANDISE
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For Local Trade.

With excellent transportation facilities

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15th Street and South Western Ave.

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FOR **REAL SERVICE TRY**
Producers Warehouse Co.
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(U.S. CUSTOMS BONDED)

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Cool Temperatures—Candy Stored All Year

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Best distributing point in Middle West.

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No switching charges.

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"Where waterway-railway-highway meet"

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Subscribers to the Merchandise Warehousing Trade Code,
under Certificate No. 34-309.

Combination River-Rail Truck Terminal & Warehouse



90,000 sq. ft. floor space on one floor. Served by two railroads—C. & E. I. and L. & N. Reciprocal switching to all Evansville Industries. Fireproof; Sprinkler system; Thermosytatically heated; Lowest insurance. Ideal trucking facilities. Store door service. Merchandise storage. Pool car distribution. Served by American Barge Line, Mississippi Valley Barge Line and Independent Tows.

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Merchandise Warehouse, 10,000 square feet, concrete, private siding on IC.

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FIREPROOF AND NON-FIREPROOF BUILDINGS.
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"Fireproof" Buildings

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We have our own truck line and are equipped to make prompt deliveries
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Lensed Space—Offices—Low Insurance

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General Merchandise Cold Storage. Pool Car Distribution and Checking Out. All Merchandise on Check Out Cars Placed on Platform Ready for Delivery.

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Modern Truck Equipment.

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INDIANA

DIRECTORY OF WAREHOUSES

Distribution and Warehousing
August, 1935

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TRIPP WAREHOUSE COMPANY
MERCHANDISE AND MACHINERY STORAGE
Centrally located in Shipping District
Private siding—C. C. & St. L. R. R.

"Service That Satisfies"

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Bauermeister Terminal Company

Private R.R. Track Capacity 21 Cars connecting with all Lines.
Merchandise Storage and Distribution a Specialty
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For Reputable Freight Lines
DAILY SERVICE IN EVERY DIRECTION
FREE SWITCHING FROM ALL RAILROADS ENTERING CEDAR RAPIDS
Special Warehouse for Farm Machinery and Heavy Equipment

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Mulberry**TRY OUR SUPERIOR SERVICE**

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Daily reports of shipments and attention to
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and Southern Minnesota Territory

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*Fireproof Storage of All Kinds***MASON CITY, IOWA**

Served by: C&NW, CR&P, CGW, CMS&P&M&SL RAILWAYS

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Your Choice for the Sioux City Territory
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Distributing and Warehousing All Classes of
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Private siding — Free switching — Pool car distribution

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Modern distribution and warehousing service

Merchandise and household goods.
Reinforced concrete buildings. Private siding.
Free switching to and from all lines.
75,000 sq. ft. modern storage.

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Forty years' experience in handling merchandise

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With a trained personnel and finest facilities for
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Largest local Merchandise Warehousing Facilities, operated in
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Complete Warehousing and Distribution Service in
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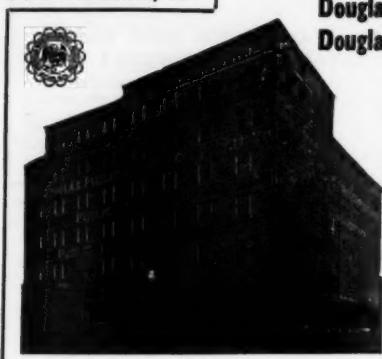
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Distribution and Warehousing
August, 1935

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Mdse. and Furniture.
Switch track capacity
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Nine warehouses convenient to your trade.
Loans made against
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Specialists in Merchandise Pool Car Distribution

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Equipped to haul up to 60 tons.
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Every facility for the handling of your shipments

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Fleet of Delivery Trucks Covering City and Vicinity Twice Daily

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Free and Bonded Space :: **Pool Car Service**

Successors to

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Established 1830
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FORWARDERS & STORAGE
Pool Car Distribution Specialists for New England
Boston & Maine R. R. Siding

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Consign Your Lift Van Shipments to Us
CLARK & REID CO., Inc.
380 GREEN ST., CAMBRIDGE, MASS.
PACKING, STORING, SHIPPING OF HOUSEHOLD GOODS
OUR SERVICE INCLUDES ALL GREATER BOSTON
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Gen. Offices: Fall River, Mass.
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Inc.**

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STORAGE AND DISTRIBUTION—POOL CAR SHIPMENTS
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Local and Long Distance Furniture Moving

Fireproof Storage Warehouses
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Cold Storage for Butter, Eggs, Poultry, Cheese, Meats
and Citrus Fruits

B. & A. Sidings and N. Y., N. H. & H. R. R. and
B. & M. R. R.

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Member {
M. W. A. Daily Trucking Service to
suburbs and towns within a
radius of fifty miles.

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STORAGE AND DISTRIBUTION DAILY THROUGHOUT CONNECTICUT AND MASSACHUSETTS, PRIVATE SIDING.
SPECIAL FACILITIES FOR MOVING, PACKING AND SHIPPING OF HOUSEHOLD EFFECTS. WAREHOUSES AT BRIDGEPORT, CONN. AND HARTFORD, CONN.

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**DETROIT, MICH.****Efficient, Dependable Warehousing**

- Fireproof warehouse. Sprinklers. General and cold storage. Ideal location.
- Served by all rail lines entering Detroit. Inside trackage for 22 cars.
- Forty-four sheltered truck docks. Eleven high speed freight elevators.
- 1400-ft wharf. Equipped to handle all commodities. Large marine house.

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"The Warehouse of Service"

Merchandise Storage—General Trucking

Car Load Distribution

Private Siding on

Wabash—Canadian Pacific—Pennsylvania
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Cartage Agents Wabash and Canadian Pacific Railways

"Your Interests Are Always Ours"

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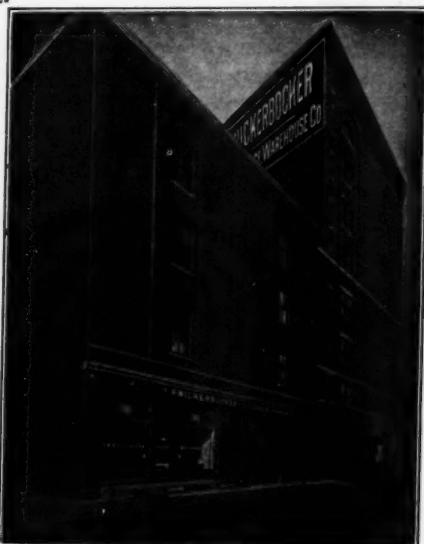
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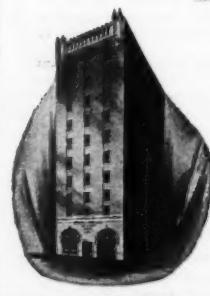
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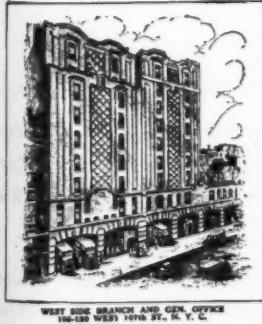
THE GILBERT STORAGE CO., INC.
Specialists in Pool Car Distribution—Warehouses Located on East and West Sides—Fireproof Storage Warehouses Located on East and West
Formerly HARLEM STORAGE WAREHOUSE CO., INC.
Executive Office, 50 W. 68th St. West Side Warehouse, 39 W. 68th St.
East Side Warehouse, 211 E. 106th St.
Agent for ALLIED VAN LINES, INC. Nation-wide Long Distance Moving. A National Organization owned and operated by the leading storage warehouse companies in the United States.
Members N. F. W. A., N. Y. F. W. A. and N. Y. S. W. A.

NEW YORK, N. Y.

SEND YOUR BRONX AND WESTCHESTER SHIPMENTS TO
Globe Fireproof Storage Warehouse Co., Inc.
New Fireproof Storage Warehouse
Offices: 810-812 East 170th St.
Members N.F.W.A., N.Y.F.W.A.

NEW YORK, N. Y.

William F. Hahn, Pres. Fred J. Hahn, Sec. & Treas.
STORAGE—MOVING—PACKING
We Specialize in Lift Van Shipments



HAHN BROS.
FIREPROOF
WAREHOUSES, INC.
108-120 WEST 107th STREET
— AND —
231-235 EAST 55th STREET
NEW YORK CITY

Efficient and Capable Organization
Modern Fireproof Buildings
Personal Supervision
Member Mayflower Warehouses' Association

NEW YORK, N. Y.

Up-to-the-minute perpetual inventory.
Current balances-in-stock immediately available.

**LEHIGH HARLEM RIVER
TERMINAL WAREHOUSE, Inc.**
385 Gerard Ave., at East 144th St. and Harlem River
GENERAL MERCANDISE
AND NEW AUTOMOBILE STORAGE

Central and convenient location adjacent to up-town grocery center. Lehigh Valley Railroad tracks in the building. Concrete floors, construction. Sprinkler system. Clean floors. Orderly arrangement. Sunlight and ventilation on four sides. Lowest insurance rate in the Bronx—15¢ per \$100. Prompt service.

NEW YORK, N. Y.

AN ASSOCIATED

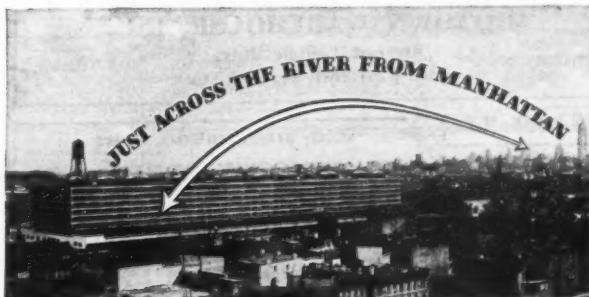
LACKAWANNA
TERMINAL WAREHOUSES, INC.
JERSEY CITY, N. J.

(Six hundred feet from the Manhattan Tunnel Plaza)

SUPERIOR DISTRIBUTION

A stock of your products carried in our Terminal is within 24 hours of your customer's door at any principal point between Boston and Washington, D. C.

- ♦ Traffic experts route your shipments via dependable lines at minimum charges.
- ♦ Side track facilities and L. C. L. Freight station in same building.
- ♦ Coastal Steamship connections, eliminate unnecessary cartage expense.
- ♦ Direct Motor Truck Store Door Delivery Service covering wide area.
- ♦ Pool Car Distribution.
- ♦ Modern Building and Minimum Insurance Rates.



NEW YORK, N. Y.

**Offering a Superior Service
at a Reasonable Price . . .**

Fireproof Vaults

Electric Van Service

Cold Storage

Separate Vans

Safe Deposit Vaults

Maintaining a modern fireproof building; easily accessible; storing household goods of every kind in separate fireproof rooms, vaults or galleries which are constructed to properly care for goods of value.

Special vaults for silverware and valuables; also vaults of arctic chill for storage of furs, tapestries, rugs, clothing or any other article of value that requires safeguarding from moth ravages.

Special van equipment for transporting goods to and from warehouse and home or out-of-town. Also house-to-house moving.

Fumigating tanks to destroy moth or insects in furniture, rugs or bedding.

Special vans for shipments of household goods to all parts of the world.

Dead storage for automobiles. Batteries are cared for on premises.

Our experience of 50 years guarantees satisfactory performance.



Lincoln Warehouse Corporation
1187 to 1201 Third Ave., at 69th and 70th Sts.

Alexander Gaw, Vice-President and General Manager
Horace Roberts, Superintendent of Warehouses

NEW YORK, N. Y.

T. I. McCORMACK TRUCKING CO., Inc.

261 ELEVENTH AVE. AT 27th ST.

Service That Has Stood The Test

GENERAL MERCHANDISE STORAGE AND DISTRIBUTION
IN THE VERY CENTER OF NEW YORK3 Railroad Sidings: N. Y. C. R. R., Erie R. R., Lehigh Valley
Flot of Motor Trucks for Every Kind of Transportation Need
Daily Metropolitan Deliveries Liquor Delivery Permit
Custom House License No. 111

NEW YORK, N. Y.

**Storage, Distribution and Freight Forwarding
from an Ultra-Modern Free and Bonded
Warehouse.**

**IDEALLY LOCATED
IN THE VERY CENTER OF NEW YORK CITY**

Adjacent to All Piers, Jobbing Centers
and The Holland Tunnel

Unusual facilities and unlimited experience in forward-
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when required, both local and long distance. Lehigh
Valley R.R. siding—12 car capacity—in the building.
Prompt handling—domestic or foreign shipments.

MIDTOWN WAREHOUSE, INC.

Starrett Lehigh Bldg.

601 West 26th St., N. Y. C.

NEW YORK, N. Y.

J. G. SILBERBERG, Pres.

ROYAL WAREHOUSE CORP.GENERAL MERCHANDISE
STORAGE—DISTRIBUTION—POOL CARSLocated in the Hub of Greater New York
Crane Equipped

Long Island City

New York

NEW YORK, N. Y.

**SANTINI BROS., INC.**Serving Greater New York and All Points in Westchester
County

MOVERS—PACKERS—SHIPPIERS

General Offices: 1405-11 Jerome Ave.—Tel.: Jerome 6-6000
Four Fireproof Warehouses

3,000,000 CUBIC FEET—POOL CAR DISTRIBUTION

NEW YORK, N. Y.

Seaboard Storage Corporation

New York Office: 99 Wall St.

Distribution in the Metropolitan Area.
Steamship facilities — Railroad connections — Motor
truck distribution — One Responsibility.
Port Newark Terminal Brooklyn Terminal
Foot of Doremus Ave. Foot of Smith St.

NEW YORK CITY, N. Y.

WARWICK-THOMSON CO.

507-517 West 39th St., New York City

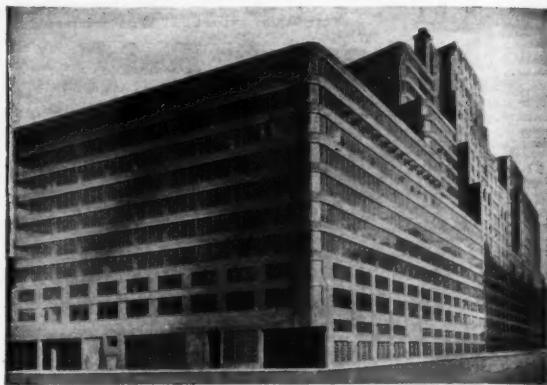
STORAGE—TRUCKING—DISTRIBUTION
POOL CARS—CAR LOTS AND LESS CAR LOTS
STORE DOOR DELIVERY & FORWARDING

The Men Who Distribute

Purina Whole Wheat Flour

Read DISTRIBUTION & WAREHOUSING
and consult the Directory of Warehouses

STARRETT LEHIGH BUILDING



Look Before You Locate

Starrett Lehigh Building, bounded by West 26th and West 27th Streets and 11th and 13th Avenues, New York City, affords an excellent location for manufacturing and distribution.

IT HAS —

- Lehigh Valley Railroad freight terminal on street level. Freight elevators direct to platform in rail yard.
- Truck elevators to all floors with convenient truck pits, offering street floor facilities throughout the building.
- Floor areas, 52,000 to 124,000 sq. ft. Smaller units may be leased.
- Low insurance rates.
- Live steam for manufacturing purposes.
- Fast passenger elevators.
- Restaurant and barber shop.

INVESTIGATE THE ADVANTAGES OF THIS BUILDING

You will find it easily adaptable as your Eastern manufacturing and distributing plant, sales and display offices. It is situated on wide thoroughfares in the center of Manhattan.

Nationally-known concerns, already occupants of the building, have been able materially to lower their New York operating costs and at the same time increase their efficiency. You, too, can save here.

Starrett Lehigh Building

D. R. CROTSLEY, Manager, 601 West 26th Street
Telephone: CHickering 4-0297

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George M. Clancy Carting Co., Inc.
Storage Warehouse
55-58 Railroad Street
General Merchandise Storage . Distribution
Household Goods Storage . Shipping
Pool Cars Distributed and Reshipped
Direct R. R. Siding N. Y. Central
in the Center of Rochester

ROCHESTER, N. Y.

Established 1898

Storage of Automobiles and General Merchandise
N. Y. C. R. R. 10 Car Capacity, Private Siding
Pool Car Distribution Motor Service
Heated Throughout Sprinklered Low Insurance Rate

MONROE WAREHOUSE COMPANY, Inc.
Offices: 1044 University Ave.
Member of A. W. A.

ROCHESTER, N. Y.

**ROCHESTER
STORAGE WAREHOUSES, Inc.**
26 N. Washington St.
MERCHANDISE STORAGE . DISTRIBUTION AND
FORWARDING . STORE DOOR DELIVERY

SCHENECTADY, N. Y.



Schenectady Storage and Trucking
McCormack Highway
Transportation

Offices: 160 Erie Blvd.

General Merchandise Storage and Distribution
Pool Car Distribution Household Goods
Storage and Moving Long Distance Trucking

SYRACUSE, N. Y.



Fireproof Throughout
Flagg Storage Warehouse Co.
SYRACUSE, N. Y.

Protected by Automatic Sprinkler

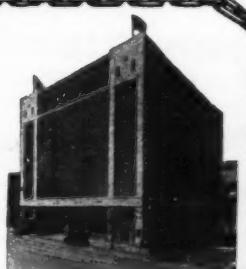
Consign your Household Goods Shipments in our care
MOVING — STORAGE — PACKING — SHIPPING
Mdse. Storage Pool Cars Handled
Private Siding

SYRACUSE, N. Y.

Get the Details
of Our Service

Get ALL the facts about
our complete distribution
and warehousing service
and see how it will help
you make more sales and
a bigger profit in New
York State.

Member A.W.A., ACW,
N.F.W.A., AVL



Great Northern Warehouses, Inc.
348-360 W. Fayette St., Syracuse, N. Y.

The Men Who Distribute
Ivory Soap

Read DISTRIBUTION & WAREHOUSING
and consult the Directory of Warehouses

SYRACUSE, N. Y.

DISTRIBUTION KING STORAGE
SINCE 1897



MERCHANDISE

HOUSEHOLD
GOODS

MOTOR FRT.
STORE DOOR
DELIVERY

MEMBERS
A.W.A. N.F.W.A.
AGT. A.V.L.

Represented by
Distribution Servic. Inc.—New York—Chicago—San Francisco

UTICA, N. Y.

Broad Street Warehouse Corporation

Broad & Mohawk Sts., Utica, N. Y.

MODERN STORAGE WAREHOUSE
100,000 Sq. Ft. of Floor Space. Private Siding. Low Insurance Rates.
Sprinklered and Heated. Private Offices for Manufacturers' Representa-
tives. Modern Facilities for

STORAGE - PACKING - DISTRIBUTION - FORWARDING
Of Merchandise, Automobiles, Household Goods
"IN THE HEART OF NEW YORK STATE"

UTICA, N. Y.

Jones-Clark Trucking & Storage Co.

of Utica, N. Y.

The Heart of New York State and natural distributing
point. "Jones of Utica" has distributed Merchan-
dise and Household Goods for 25 years. Every
modern facility.

Member: N.F.W.A., Allied Van Lines, Inc.

UTICA, N. Y.

Established 1916

Utica Warehouse Co., Inc.

Utica, N. Y.

Unexcelled facilities for handling bulk shipments. Stor-
age in transit on Cotton-Specializing in Textiles,
Alkalies, Denatured Alcohol. Warehouses on D. L. & W.
and N. Y. C.—Private Siding—Sprinklered through-
out—Pool Car Distribution—Motor Service.

WHITE PLAINS, N. Y.

CARPENTER STORAGE, INC.

Also serving

Tarrytown
Scarsdale
Hartsdale
Mamaroneck
Port Chester
Larchmont

107-121 Brookfield St.

One of the most modern and best equipped
Storage Warehouses in Westchester.
Household Goods Exclusively
Low Insurance Rate
Packing—Crating—Shipping
Members N.Y.F.W.A.

WHITE PLAINS, N. Y.

J. H. EVANS & SONS, INC.

Office & Warehouse: 253-257 Hamilton Ave.

Household Goods Moving, Storage, Packing, Shipping
Prompt service for any point in Westchester County

Member N.Y.F.W.A.

YONKERS, N. Y.

McCann's Storage Warehouse Co.
3 MILL ST.

Fireproof Storage Warehouse

Strictly modern in every respect. The largest and latest in West-
chester County—serving entire county.

NORTH CAROLINA

DIRECTORY OF WAREHOUSES

Distribution and Warehousing
August, 1935

CHARLOTTE, N.C.

AMERICAN STORAGE & WAREHOUSE CO.
CHARLOTTE, N. C.

OFFICE AND WAREHOUSE 439-441 S. CEDAR ST.
MERCANDISE STORAGE ONLY. POOL CARS DISTRIBUTED,
MOTOR TRUCK SERVICE LOCAL AND DISTANCE. PRIVATE &
RAILROAD SIDING.

ESTABLISHED 1906

CHARLOTTE, N. C.

Carolina Transfer & Storage Co.

1230 W. Morehead St., Charlotte, N. C.

Bonded fireproof storage.
Household goods and merchandise.
Pool cars handled promptly. Motor Service.
Members A. W. A. and N. F. W. A.

CHARLOTTE, N.C.

MERCHANDISE STORAGE

Pool Car Distributors
Private SidingsUNION STORAGE & WAREHOUSE CO., INC.
(BONDED)1000-1008 West Morehead St. 20 Private Offices
Private Branch Exchange Insurance Rate 25c
MEMBER OF A.W.A.—MAY.W.A.—ALLIED DIST., INC

WILMINGTON, N. C.

33,000 Sq. Ft. Floor Space—Fireproof

Farrar Transfer & Storage Warehouse

1121 South Front Street

Household Goods, Storage, Packing, Shipping
POOL CAR DISTRIBUTION MOTOR SERVICE

Use Private Siding—A. C. L. R. R.

FARGO, N. D.

Union Storage & Transfer Co., Fargo, N. D.
General Storage—Cold Storage—Household Goods

Established 1906

Four warehouse units, total of 160,500 sq. ft. floor space—two
sprinkler equipped and two fireproof construction. Low insurance
rates. Common storage, cold storage and household goods. Ship in
our care for prompt and good service.

Office: No. 806-10 Northern Pacific Avenue
AWA—ACW—M.N.W. WA—NFWA.

AKRON, OHIO

Cotter-City View Storage Co.

Main Office: 70 CHERRY ST., AKRON, OHIO

100,000 SQ. FEET STORAGE SPACE

Fireproof, concrete buildings, modern facilities, convenient
location, ideally suited for clean, careful storage of

HOUSEHOLD GOODS and MERCANDISE

Distribution area: Akron, Barberton, Cuyahoga
Falls. Special attention to pool cars. Low trans-
fer rates.

LONG DISTANCE MOVING

Pool Cars and Spot Stock Accounts Solicited.
Private Siding B. & O. R. R. Free switching all
roads. Low insurance rate.

Members of N. F. W. A.—O. A. C. H.—O. W. A.

AKRON, OHIO

The KNICKERBOCKER

WAREHOUSE & STORAGE CO.

36 CHERRY STREET



Household Goods and Merchandise
Fireproof Warehouse—Local and long
distance moving.

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

CANTON, OHIO

CANTON STORAGE, Inc.
4TH AND CHERRY N.E.

MERCANDISE—HOUSEHOLD GOODS
COLD STORAGE
U. S. GENERAL BONDED WAREHOUSE
U. S. CUSTOMS BONDED WAREHOUSE
DISTRIBUTORS

Also Members: A.W.A.—O.F.W.A.—O.W.A.—A.C.W.

CINCINNATI, OHIO

THE BALTIMORE AND OHIO WAREHOUSE CO.

Operating large modern warehouses for the storage of general merchandise at
Second and Smith Sts. at Fifth and Beamer Sts.

Special room for storage of semi-perishable goods: Nuts, Dried Fruits, Rice,
etc., where a low temperature is maintained.

Special attention given to reshipping in L.C.L. lots the same day orders are
received. Facilities for storage of Oils, Grease, Chemicals, and goods requiring
cold storage.

Low Insurance Rates. Sprinkler Systems.
Address: Second and Smith Sts. FRED W. BERRY,
Manager and Treasurer.

CONSIGN VIA BALTIMORE AND OHIO RAILROAD

CINCINNATI, OHIO



Modern — Efficient — Responsible

EVERY DISTRIBUTION AND
WAREHOUSING SERVICE
KNOWN TO THE TRADE

CINCINNATI TERMINAL WAREHOUSES, INC.

U. S. General Bonded Warehouse Number 1

Parkway 8070 Cincinnati, O.

CINCINNATI, OHIO

Consolidated Trucking, Inc.
Local and Long Distance Trucking
Storage

N. W. Corner Pearl and Plum
Merchandise Storage Pool Cars
Penn. R.R. Siding Inter-City Truck Depot



CINCINNATI, OHIO

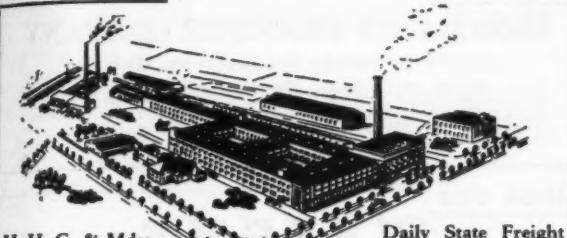


The "Al" Naish Moving and Storage Co.
3211 Madison Road, Cincinnati, Ohio

Two Household Goods Warehouses of Fireproof Construction,
40,750 Sq. Ft. Consign Shipments to Oakley Sta. of
B.&O. Distribution of Pool Cars. Transfers Household
Goods. Cargo Insurance.

Member of May WA—OFWA—OACH—CinVOW

CLEVELAND, OHIO



H. H. G. & Mdse.

Daily State Freight
Distribution

BRAMLEY STORAGE CO.

A Storage House of Distinction

Railroad Siding, Low Insurance Rates, Sprinkler System
C.F.W.A. and Steam Heated O.W.A.

CLEVELAND, OHIO

BRITTEN TERMINAL Inc.



General Merchandise Storage and
Distribution
Moving and Household Storage
Cartage

2775 PITTSBURGH AV.

Telephone PProspect 2970

CLEVELAND, OHIO



THE DISTRIBUTION TERMINAL
& COLD STORAGE CO. CLEVELAND

Central Viaduct and West 14th St.

Local, regional and storage-in-transit service, offering every facility known to modern distribution.

New
Ultra-Modern
Plant

Trunk Line
Terminal
Complete Service

Continent-wide Connections

CLEVELAND, OHIO

THE GREELEY-GENERAL WAREHOUSE CO.

Main Office:

New York Central Orange Ave. Terminal, Broadway & E. 15th St.
175,000 Sq. Ft. of Available Floor Space; Track Capacity 100 Cars; Operating
our own Motor Truck Equipment.

Represented by The American Chain of Warehouses
J. W. TERREFORTE W. H. EDDY
250 Park Ave., New York City 53 W. Jackson Blvd., Chicago, Ill.
Member of A.W.A.—Rotary International—Cleveland Chamber of Commerce

CLEVELAND, OHIO

MEMBERS A.W.A. O.W.A.

LEDERER SERVICE TERMINAL

BUILDS BETTER BUSINESS

MERCANTILE WAREHOUSING AND DISTRIBUTING

West 25th St. Whse. Private Siding Nickel Plate Ry.
Broadway Whse. Private Siding Nickel Plate Ry.
Private Siding Erie Ry. East 37th St. Whse. " " " "
In Northern Ohio Food Terminal Area

CLEVELAND, OHIO

DIRECT FROM FREIGHT CARS

SHIPMENTS to Cleveland, consigned to
The Lincoln Storage Company over any
railroad entering the city, can be handled
from freight car direct to our loading platform.

Carload shipments to our private siding,
11201 Cedar Ave., on the N. Y. C. Belt
Line, connecting with all R.R.s. entering
Cleveland; L. C. L.-Penn, Euclid Ave. Sta-
joining Euclid Ave. warehouse; other
R.R. to Cleveland, Ohio.



LINCOLN STORAGE

Geo. A. Rutherford, Pres. W. B. Thomas, Vice-Pres.

5700 Euclid Ave. CLEVELAND 11201 Cedar Ave.

CLEVELAND, OHIO

A WAREHOUSE IN EACH MAJOR SECTION
OF THE CITY GIVES



ADVANTAGES

of special Storage Facilities . . . Low
Insurance Rates . . . Quick Deliveries.

The **NEAL**
STORAGE COMPANY
CLEVELAND OHIO

CLEVELAND, OHIO

MERCHANDISE STORAGE

POOL-CAR DISTRIBUTION

HEATED LIQUOR STORAGE

CUSTOMS BONDED
WAREHOUSE

LEASE SPACE

A MODERN, FIRE-PROOF STRUCTURE WITH
ENCLOSED DOCKS. N.Y.C. SIDING WITHIN BUILDING

THE OTIS TERMINAL WAREHOUSE CO.

1300-38 W. NINTH ST. CLEVELAND, OHIO
U. S. GENERAL BONDED WAREHOUSE No. 4



CLEVELAND, OHIO

**RAILWAY
WAREHOUSES, INC.**

BUILDERS OF BIGGER AND BETTER BUSINESS

3540 CROTON AVE. S. E.

CLEVELAND, OHIO

OHIO**DIRECTORY OF WAREHOUSES**Distribution and Warehousing
August, 1935**COLUMBUS, OHIO****MERCHANDISE STORAGE**

Established 1882

This modern, clean, and well ventilated warehouse provides thorough protection for your merchandise. Bonded Storage Facilities. Private Siding New York Central Railroad. Free switching from all railroads.

MEMBER OHIO WAREHOUSEMEN'S ASSOCIATION

**THE COLUMBUS TERMINAL WAREHOUSE CO.
COLUMBUS, OHIO****COLUMBUS, OHIO**

Member of Associated Warehouses, Inc.

COLUMBUS WAREHOUSES, INC.
A COMPLETE MERCHANDISE DISTRIBUTION WAREHOUSE
MOST CENTRAL WAREHOUSE—3 BLOCKS OF
CENTER DOWNTOWN DISTRICT
POOL CAR DISTRIBUTION
PRIVATE SIDING AND SWITCH—N. Y. CENTRAL LINES
228 West Broad St., Columbus, Ohio**COLUMBUS, OHIO**

Consign Your Household Goods Shipments to
DAN EDWARDS at COLUMBUS
Packing—Shipping—Storage—Local and Long Distance Moving—Steel
and Concrete Warehouse—Private Siding

EDWARDS TRANSFER AND STORAGE CO.
428 North High St., Columbus, Ohio
Member—National Furniture Warehousemen's Assn., Ohio Warehousemen's Assn.

COLUMBUS, OHIO

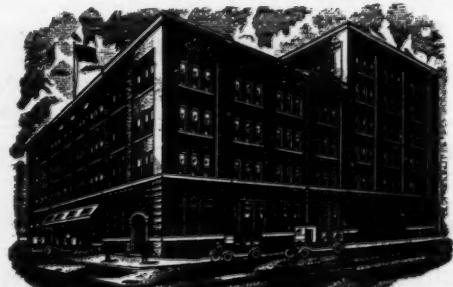
COLUMBUS: — In the Center of Ohio.
THE MERCHANTISE WAREHOUSE CO.:— In the Center of Columbus.
SERVICE: — That means more business for you at less expense.
Let us serve you at Columbus.
PRIVATE SIDING ON
N. Y. CENT. RY.
U. S. Customs Bonded

The Merchandise Warehouse Co.
370 W. Broad St., Columbus, Ohio
MEMBER: A.W.A.—O.W.A.—A.C.W.

CHAS. F. COHAGAN, PRES.
IDEALLY LOCATED

COLUMBUS, OHIO**MERCHANDISE STORAGE
and DISTRIBUTION**

FIRE PROOF

**THE NEILSTON WAREHOUSE CO.**

LOW INSURANCE

DIRECTORY OF WAREHOUSES**MARION, OHIO****MERCHANTS TRANSFER COMPANY**

160 McWilliams Court, Marion, Ohio

Heavy Haulage Our Specialty. General Distribution and Storage of Merchandise. Motor Vans for Local and Long Distance Moving. Storage for Household Goods and Machinery. Packing and Shipping. Private Siding New York Central Lines.

MEMBER MAY. W. A.

MARION, OHIO**WRIGHT TRANSFER & STORAGE CO.**
EST. 1889
MERCHANDISE—HOUSEHOLD GOODS
WRIGHT Service to Meet Your Requirements.
Member of N.F.W.A.—O.W.A.**MIDDLETOWN, OHIO**

Pres. & Gen. Mgr. A. Jackson

THE JACKSON & SONS CO.
Main Office, 1901 Manchester Ave.
Phones 1207 and 1208

Furniture Warehousing—Local and Long Distance Moving and Contract Hauling—Operating Daily from Cincinnati to Chicago, Pittsburgh, Charleston, W. Va., and way points.

SPRINGFIELD, OHIO**WAGNER WAREHOUSE CORPORATION**

Pennsylvania Railroad and Lowry Ave.
A warehouse service that embodies every modern facility for the storage and distribution of Household Goods and Merchandise—Motor Freight Service—Door to door delivery at Dayton, Springfield and Columbus daily.

Member of A. W. A.

STEUBENVILLE, OHIO

Z. L. TRAVIS, Pres. and Gen. Mgr.

Z. L. Travis Co.

311 North 6th St.

Modern Fireproof Warehouse—29,000 Sq. Feet
Reinforced Concrete

Household Goods Packed,
Shipped and Stored

Distribute Household Goods and Merchandise, Pool Cars, Long Distance Moving.
Consign C. L. Shipments P. C. C. & St. L.
Members: N.F.W.A.—O.W.A.

**TOLEDO, OHIO****GREAT LAKES TERMINAL WAREHOUSE CO.**
of Toledo
355 Morris Street

General Merchandise, Cold Storage and Distribution
U. S. Custom Bonded Warehouse, Storage in Bond
Store Door Delivery
Complete Service
Private Siding New York Central and B. & O. R. R.
Member American Chain of Warehouses

TOLEDO, OHIO**TOLEDO TERMINAL WAREHOUSE, INC.**
128-138 Vance St.

Merchandise Storage and Distribution

Excellent Service

Member A. W. A.

YOUNGSTOWN, OHIO



FISHER-GILDER

Cartage & Storage Co.
Fireproof Warehouse
Household Goods and Merchandise
Established 1878

OKLAHOMA CITY, OKLA.

Member A. W. A.—A. C. W.—S. W. A.

Commercial Warehouse Co.

50,000 sq. ft. for Exclusive Merchandise Storage
Pool Car Distributors

Free Switching

14c. Insurance rate

OKLA CITY, OKLA.

Established 1889

O. K. Transfer & Storage Co.

General Warehousing and Distribution



MOTOR TRUCKS & TEAMING
HOUSEHOLD GOODS
MERCANDISE
MEMBERS NFWA, AWA,
Dist. Service, Inc.

OKLAHOMA CITY, OKLA.

Bonded Under State Law

Oklahoma Bonded Warehouse Company
Merchandise Warehousing
Pool Car Distribution

Free Switching
Private Trackage
P. O. Box 12223

50,000 Sq. Ft.
Floor Space.
Fireproof

OKLAHOMA CITY, OKLA.



TULSA, OKLA.

Joe Hodges Fireproof Warehouse

Moving — Packing — Storage

Mixed Cars a Specialty. Large docks for sorting. We solicit your shipments to our city and assure you we will reciprocate and guarantee prompt remittance. Located on Railroad.

Best Service Obtainable.

Member American Warehousemen's Association, American Chain of Warehouses

PORLTAND, ORE.

Colonial Warehouse and Transfer Co.

Operating Public and Custom Bonded Warehouses
Licensed under the U. S. Warehouse Act
Merchandise, Storage and Distribution
Private Siding Free Switching Sprinklered
1132 N. W. GLISAN STREET



PORLTAND, ORE.

HOLMAN TRANSFER CO.

1306 N. W. HOYT STREET

General Merchandise Storage and
Distribution

Private Siding All Railroads Entering Portland
Located in the center of wholesale and jobbing district.

POOL CAR DISTRIBUTION
A SPECIALTY

Member A. W. A.—Amer. Chain.
Established 1864

PORLTAND, ORE.

OREGON TRANSFER COMPANY

Established 1848

1238 Northwest Glisan Street Portland, Oregon

U. S. BONDED and PUBLIC WAREHOUSES
Merchandise Storage and Distribution
Lowest Insurance Rates—Sprinkler Equipped

Member A. W. A.
Eastern Representatives Distribution Service, Inc.

PORLTAND, ORE.

DISTRIBUTION A SPECIALTY

Low Rates—Prompt Service—Commercial Accounts Only

Let us be Your Pacific Coast Agents
Complete Warehouse and Drayage Facilities—10 Motor Trucks
Just consign your LCL or Carload Shipments to

RAPID TRANSFER & STORAGE CO., INC. PORTLAND, OREGON
630 NORTHWEST 10TH AVE. Member of OreWA—FD&WA
and we will do the rest.

PORLTAND, ORE.

Rudie Wilhelm, Pres.

RUDIE WILHELM WAREHOUSE CO.

70,000 Sq. Ft. Fireproof Concrete Storage Space

ADT Automatic Sprinkled System

Household Goods and Merchandise Distribution
Portland Commercial Agents: Judson Fr't Fw'd'g Co.

ALTOONA, PA.

Route your RAIL & TRUCK shipments
care of

ALTOONA STORAGE & TRANSFER CO.

2701 Industrial Ave., Altoona, Pa.

P.R.R. track connections

STORAGE—CHECKING POOL CARS—DISTRIBUTION
Door to Door deliveries from storage stock
to Central Penna. points

BETHLEHEM, PA.



ERIE, PA.

Erie Storage & Carting Co.

1502 Sassafras St., Erie, Pa.

MOVING—PACKING—SHIPPING—STORAGE
 Warehouse in the center of the city, with trackage from N. Y. Central Lines and switching to all other lines. Unexcelled facilities for handling shipments of household goods and merchandise. Branch house service for manufacturers. Members of N.F.W.A.—P.F.W.A.—Rotary and Kiwanis Clubs

HARRISBURG, PA.

Pool Cars
 Efficiently Handled
 Merchandise and Household Goods Storage


HARRISBURG STORAGE CO.
 P. R. R. Siding HARRISBURG, PA.
 American Warehousemen's Association, National Furniture Warehousemen's Association, American Chain of Warehouses

HAZLETON, PA.

CHRIST N. KARN, Prop.

KARN'S TRANSFER & STORAGE

FIREPROOF STORAGE WAREHOUSE
 Household Goods Storage, Packing, Shipping
 Merchandise Storage and Distribution

Pool Cars Distributed. Local and Long Distance Hauling
 Members of N. F. W. A.

PHILADELPHIA, PA.

68 Acres OF FLOOR SPACE



Motor Truck SERVICE

We own and operate a fleet of motor trucks to provide "Store door" delivery throughout the Philadelphia trading area and are especially equipped to render "next morning" delivery anywhere within the area shown in the above map.

**TERMINAL WAREHOUSE COMPANY**

Delaware Ave. and Fairmount

Members—A.W.A., N.F.W.A., Pa.F.W.A.

Represented by DISTRIBUTION SERVICE, INC.

100 Broad Street, NEW YORK CITY . . . Bowling Green 9-0986
 624 Third Street, SAN FRANCISCO . . . Phone Sutter 3461
 219 East North Water Street, CHICAGO . . . Phone Sup. 7180

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 Strategic Distribution Centers



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Fidelity—20th Century Storage Warehouses

General Offices—1811 Market St.
H. NORRIS HARRISON, Pres. F. L. HARNER, Vice-Pres., Trns.
LEAH ABBOTT, Secy.
Bus type vans for speedy delivery anywhere. We distribute
pool cars of household goods. Prompt remittance.
Assoc. A. W. A., N. F. W. A., Can. S. & T., P. F. W. A.

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Executive Offices—50 So. 3rd St.
General Merchandise Storage and Distribution
U. S. Bonded and Free Stores
Carload Distribution
Direct Railroad Siding: Penna. R. R.—Reading R. R.
Company owns fleet of motor trucks for
city and suburban deliveries

PHILADELPHIA, PA.

BUELL G. MILLER, President



MILLER

North Broad Storage Co.

BROAD & LEHIGH & BRANCHES

Member M.W.A., P.F.W.A., P.M.T.A., C.F.M.A. of Pa.

PITTSBURGH, PA.

DUQUESNE WAREHOUSE CO.

Office: Duquesne Way and Barbeau St.

Merchandise Storage & Distribution

Members A. W. A.

PITTSBURGH, PA.

1,750,000 Cubic Feet of Storage Space

Warehouse with Penn's R. R. siding for Merchandise
Large fleet of Local and Long Distance Vans. Expert packers and
handlers. Let us serve you!

Haugh and Keenan Storage & Transfer Co.

Offices and Warehouses, Centre and Euclid Aves., Pittsburgh, Penna.

Member A. W. A.—N. F. W. A.

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"33 Years of Service"

Merchandise

Warehouses
Sprinkler Protected

Distributors
Penna. R. R. Siding

Kirby Transfer & Storage Co.
2538 Smallman St. Pittsburgh, Pa.

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THOMAS WHITE, Owner and Manager

IN THE HEART OF PITTSBURGH JOBBOING DISTRICT
WHITE TERMINAL CO.

17th & Pike Streets

Food Products
Merchandise

PITTSBURGH, PA.

Pool Cars
Distributed

WAREHOUSING
Also operating
WHITE MOTOR EXPRESS CO.

EST. 1918

TRUCKING SERVICE
PENNA. R.R. SIDING I. C. L. TO P. R. R.—11TH ST.

SCRANTON, PA.

R. F. POST

DRAYMAN & STORAGE WAREHOUSE
221 Vine St.

HOUSEHOLD STORAGE
MERCHANDISE STORAGE
LOCAL AND LONG DISTANCE MOVING
PRIVATE SIDING, D. L. & W. R. R.

SCRANTON, PA.

THE QUACKENBUSH WAREHOUSE COMPANY

219 Vine Street

MERCHANDISE AND HOUSEHOLD GOODS STORAGE

POOL CAR DISTRIBUTION

D. L. & W. and D. & H. Sidings

Member of Allied Distribution, Inc.

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H. D. RYAN—L. G. HOWARD, Proprietors

KEYSTONE TRANSFER CO.

31 EAST SOUTH ST.

HOUSEHOLD GOODS PACKED, SHIPPED, STORED

LONG DISTANCE MOVING

Private Siding Pennsylvania R.R.

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WILKES-BARRE WAREHOUSING CO.

General Storage and Distribution

Prompt and Efficient Service

Milling-in-Transit and Pool Cars

19 New Bennett St.

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WILLIAMSPORT STORAGE CO.

FIREPROOF BUILDING—416 FRANKLIN STREET

P. R. R. SIDING

MERCHANDISE STORAGE and DISTRIBUTION

HOUSEHOLD GOODS—DRAYAGE

IDEAL DISTRIBUTING POINT FOR CENTRAL PENNSYLVANIA

PROVIDENCE, R.I.

Terminal Warehouse Company of R. I., Inc.

Storage all kinds of General Merchandise, Pool Car

Distribution. Lowest Insurance.

Trackage facilities 50 cars. Dockage facilities on

deep water.

Shipping directions South Providence, R. I.

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Charleston Warehouse and Forwarding Co.

Merchandise Storage and
Distribution of Pool Cars

Modern Concrete Warehouses. 100,000 Square Feet of Storage Space.
Private Tracks Connecting with All Railroad and Steamship Lines.

Motor Truck Service.

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Attention Shippers

When you use Distribution and Warehousing for the name of a warehouse in any city, please mention the fact you got the information from this publication. By doing this, you will please the warehouseman and the publishers.

TENNESSEE

DIRECTORY OF WAREHOUSES

Distribution and Warehousing
August, 1935

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General Merchandise Storage & Distribution
 Pool Car Distribution—City Delivery Service—Forwarding Agents—Direct Switching Connections into Warehouse—
 Fully Sprinklered Private Siding
TEXTILE STORAGE & WAREHOUSE CO.
 1807 Elmendorf Street
 Efficient Low Insurance
 Courteous

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FIREPROOF STORAGE & VAN COMPANY, Inc.

Successors to Knoxville Fireproof Storage Co.

201-211 Randolph St.
Knoxville, Tennessee135,000 square feet on Southern Railway tracks.
Equipped with Automatic SprinklerInsurance at 12c. per \$100.00 Household goods shipments per annum.
Pool Cars distributed.MEMBERS
American Warehousemen's Ass'n
PROMPT AND EFFICIENT SERVICE

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Household Goods and Merchandise Storage and Distribution. Pool Car Distribution. Fireproof Warehouse. Low Insurance.

Agent, Aero Mayflower Transit Company
Member, Mayflower Warehousemen's Association & So. W. A.

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S. S. DENT, Pres.

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Located in the center of the Jobbing & Wholesale district.
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JOHN H. POSTON
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INCORPORATED
671 to 679 South Main St.
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Insurance Rate \$1.41 per \$1,000 per Annum
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2-8 East and 2-12 West Calhoun Avenue
Memphis, Tennessee
Merchandise Storage and Pool Car Distribution
“SERVICE”



The Men Who Distribute
U. S. Envelopes
Read DISTRIBUTION & WAREHOUSING
and consult the Directory of Warehouses

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FIREPROOF WAREHOUSES—UP-TO-DATE EQUIPMENT

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Fire Proof Warehouse Space—Centrally Located

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Automatic Sprinklered — Lowest
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Car Distribution — Private
Siding — Free Switching
Motor Truck Service.

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BONDED WAREHOUSES
AMARILLO AND LUBBOCK, TEXAS
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—American Chain of Warehouses



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Between 5th & 6th on So. Grant St.Operating two self-owned warehouses. Largest most modern in city.
Goods of any size or quantity handled. Capacity 368 cars. WAREHOUSING — STORAGE — TRANSFER — FORWARDING — DISTRIBUTION — POOL CARS.

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FIREPROOF
WAREHOUSE
AUSTIN, TEXAS
GENERAL WAREHOUSING DISTRIBUTION

CORPUS CHRISTI, TEX.

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TRANSFER AND STORAGE CO., Inc.

Established 1912

Distribution Pool Cars or Boat Shipments
Merchandise & Household Goods

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AMERICAN
TRANSFER & STORAGE CO.

BONDED FIREPROOF WAREHOUSES
MERCHANDISE—HOUSEHOLD GOODS

POOL CARS DISTRIBUTION LOCAL DRAYAGE
K. E. MEISENBACH JACK ORR

DALLAS, TEXAS.

E. D. Balem

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DALLAS TRANSFER AND
TERMINAL WAREHOUSE CO.

Second Unit Santa Fe Building
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Modern Fireproof
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Office, Display,
Manufacturers, and
Warehouse Space

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and C.F.A. territory to all Texas points.
Bi-weekly service via Morgan Steamship Line from New York and Seaboard
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"Courtesy With Unexcelled Service"

Complete Warehousing

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Fl. Worth, Texas Corsicana, Texas
Member of N.F.W.A.—A.W.A.—S.W.A.

DALLAS, TEXAS

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The Interstate Fireproof Storage & Transfer Co.

For Fireproof Storage and
Distribution Service

Fireproof—16c Insurance Rate

Merchandise

Storage and

Distribution

Our new one-half million dollar
plant.
Household Goods Stored, Moved,
Packed and Shipped.
DALLAS—The Logical Distribution
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Associate Managers

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FIREPROOF STORAGE

MERCHANDISE & HOUSEHOLD GOODS

POOL CAR DISTRIBUTION

TEMPLE HARRIS, Gen. Mgr.

FORT WORTH, TEXAS

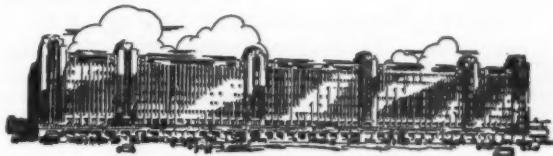
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O.K. Warehouse Company, Inc.

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The Southwest's Finest Warehouse

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POOL CAR DISTRIBUTION, OFFICE DISPLAY
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Terminal Warehouse Co.**

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Warehouses located at Harlingen, Brownsville, McAllen, Edinburg.
Merchandise storage—pool car distribution, daily motor freight lines.
Furniture vans—equipment for heavy hauling.

Service Covers the Lower Rio Grande Valley

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Gulf Warehouse & Transport Co.

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Merchandise Storage—Pool Car Distribution—
Low Insurance Rates

*Your Progressive Branch in the
Southwest's Most Progressive City*

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Subscriber to Merchandise Warehousing
Trade Code, Certificate No. 54-250

PATRICK TRANSFER & STORAGE CO.

Shipside and Uptown Warehouses
Merchandise Storage and Distribution

Operators—Houston Division

LONE STAR PACKAGE CAR CO.

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**UNIVERSAL TERMINAL
WAREHOUSE COMPANY**

Fireproof Storage—Sprinklered Warehouses

New York Office: 100 Broad Street

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In Fort Worth It's Binion-O'Keefe
With three warehouses having a total of 250,000 square feet of floor space;
with our private side and free switching to Fort Worth's eleven Trunk Line
Railroads—in Fort Worth, Binion-O'Keefe is best prepared to serve you.



BINION-O'KEEFE
Fireproof Storage Co.
Fort Worth
Associated with Distribution Service, Inc.



HOUSTON, TEXAS

IN HOUSTON
Westheimer
Transfer and Storage Co., Inc.

Fifty Years of Dependable Service
 SERVICE TO COVER EVERY BRANCH OF THE INDUSTRY
 Sol. S. Harwitz
 President
 Members N. F. W. A.
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ROY WILSON TRANSFER & WAREHOUSE CO.
BONDED

Household Goods and Merchandise Storage
 Pool Car Distribution
 Store in Longview—the most centrally located city
 in the East Texas Oil Field

SAN ANTONIO, TEXAS

Central Warehouse and Storage Co.

Merchandise Warehouse Hollow Tile Building,
 Concrete Floors. Consign shipments via South-
 ern Pacific. Distribution of pool cars. Transfers
 Household Goods.

Member of S. W. A.

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MERCHANTS TRANSFER & STORAGE CO.
FIREPROOF BONDED WAREHOUSE

Complete Storage and Distribution Service

50 years of satisfactory service

Member of American Chain of Warehouses

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BONDED

FIREPROOF

POOL CAR DISTRIBUTORS
STORAGE AND DRAYAGE

Dependable Service Since 1913

SAN ANTONIO, TEXAS

Scobey Fireproof Storage Co.

HOUSEHOLD - - - MERCANDISE
COLD STORAGE - - - CARTAGE

DISTRIBUTION

INSURANCE RATE - - - 10c

Members of 4 Leading Associations

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SOUTHERN TRANSFER CO.
FIREPROOF BONDED STORAGE

Lowest insurance rate in San Antonio
 Receivers and Forwarders of Merchandise

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EAST TEXAS TERMINAL WAREHOUSE CO., Inc.

*Serving the World's Largest Oil Field
 and All of North and East Texas.*
 The highest type of BONDED Storage
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POOL CAR DISTRIBUTION
 Member—T.S.W.T.A.

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Bonded under the Laws of Texas

General Storage and Distribution from the Center of East
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Wichita Falls Fireproof Warehouse

(Reinforced concrete)

Motor Freight Service to All Territory
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Members of National Furn. Warehousemen's Assn.
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Western Gateway Storage
Company

COLD AND DRY STORAGE
 A Modern Commercial Warehouse
 Bonded Service

Member American Warehousemen's Assn.

SALT LAKE CITY, UTAH

CENTRAL WAREHOUSE

Fireproof

Sprinklered

Insurance rate 18c. Merchandise Storage. Pool Car Distribu-
 tion. Office Facilities.

Member A. W. A.

SALT LAKE CITY, UTAH

DOOLY TERMINAL WAREHOUSE
213 SOUTH FIRST WEST

Lowest Insurance—Sprinkler Protected Space.
 Merchandise Storage. Pool Car Distribution.
 Office Facilities. Watchman Protection Supervised
 by A.D.T.

Private Trackage with Free Switching.
 Bonded Service. "IT'S THE LOCATION"

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Merchandise Storage and Distribution

Over 1,000,000 cubic feet reinforced Concrete
 Sprinklered Space

Insurance Rate 18 Cents

JENNINGS-CORNWALL WAREHOUSE CO.

Salt Lake City, Utah

Represented by

DISTRIBUTION SERVICE, INC.

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 NEW YORK CITY CHICAGO SAN FRANCISCO
 Phone Bowline 9-9916 Phone Sup. 7180 Phone Sutter 2441

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 Located at Strategic Distribution Centers

The Men Who Distribute

Walker's Chile Con Carne

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 and consult the Directory of Warehouses

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"This is the Place"

FOR BETTER SERVICE
SECURITY STORAGE & COMMISSION CO.
Over 25 Years Experience

Merchandise Warehousing - Distribution
Sprinklered Building - Complete Facilities
Lowest Insurance Cost - A.D.T. Watchman Service
Office Accommodations - Display Space

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260 W. Broadway 53 W. Jackson Blvd. 230 S. 4th West

MEMBER:
A.W.A.—U.W.A.—A.C.W.



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Warehouse & Transfer Co., Inc.

Free switching service—Low insurance rates
Associated with leading warehouses through
DISTRIBUTION SERVICE, INC.

New York Chicago San Francisco
Members of—American Warehousemen's Assn.; National Furniture Warehousemen's Assn.; Washington State Warehousemen's Assn.

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HOUSEHOLD MERCHANTS

AUTOMOBILE STORAGE



THE BELL STORAGE COMPANY, INC.

NORFOLK, VIRGINIA

MODERN SPRINKLER EQUIPPED WAREHOUSE
50,000 SQUARE FEET PRIVATE RAIL SIDING
Lowest Insurance Rate in Norfolk. Pool Car Distribution.
WE SPECIALIZE IN MERCHANTISE STORAGE.
AND DISTRIBUTION
AGENTS: AERO MAYFLOWER TRANSIT COMPANY
Member M.W.A. & S.W.A.

RICHMOND, VA.

57 YEARS OF UNINTERRUPTED AND EXPERT SERVICE

BROOKS TRANSFER and STORAGE CO., Inc.
1224 W. Broad Street, Richmond, Va.

Two Fireproof Storage Warehouses—115,000 Square Feet Floor Space—Automatic Sprinkler System—Lowest Insurance Rates in Richmond—Careful Attention to Storage—Packing and Shipping of Household Goods—Private Railroad Siding—Pool Car Distribution—Motor Van Service to All States East of Mississippi River.

Member of S.W.A.—N.F.W.A.

RICHMOND, VA.

160,000 Sq. Ft. Space

VIRGINIA BONDED WAREHOUSE CORPORATION
ESTABLISHED 1908 1700 E. CARY ST.
U. S. BONDED & PUBLIC WAREHOUSES
MERCHANTISE STORAGE & DISTRIBUTION
INSURANCE RATES 20c PER \$100 PER YEAR
Member A.W.A.—N.R.A.
BUILDINGS SPRINKLERED

ROANOKE, VA.

ROANOKE PUBLIC WAREHOUSE

Capacity 500 Cars



Automatic Sprinklers

Private Railroad Siding

Accurate Accounting

We make a Specialty of Storage and Pool Car Distribution
for Agents, Brokers and General Merchandise Houses.

Member of American Chain of Warehouses

SEATTLE, WASH.

THOS. WATERS, Pres.

F. J. MARTIN, Mgr.

A. B. C. STORAGE CO.
WAREHOUSING AND DRYING

We make a specialty of Storage
for Agents, Brokers and General
Merchandise Houses.
Free Switching Service.

304 RAILROAD AVE., SO.

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SEATTLE, WASH.

EYRES TRANSFER AND WAREHOUSE CO., Inc.
SEATTLE, WASH.

Fireproof Warehouses 220,000 Square Feet
INSURANCE .133 Cents per \$100.00
GENERAL STORAGE AND DISTRIBUTING SERVICE
OPERATING 65 AUTOS Since 1889
Members of NFWA—ACW—WSWA

SEATTLE, WASH.

TAYLOR-EDWARDS
Warehouse & Transfer Co., Inc.

Free switching service—Low insurance rates
Associated with leading warehouses through
DISTRIBUTION SERVICE, INC.

New York Chicago San Francisco
Members of—American Warehousemen's Assn.; National Furniture Warehousemen's Assn.; Washington State Warehousemen's Assn.

SEATTLE, WASH.

UNITED WAREHOUSE COMPANY
1990 Railroad Avenue

GENERAL MERCHANTISE
STORAGE

100,000 sq. ft. capacity
Established 1900



POOL-CAR
DISTRIBUTORS
U. S. Customs Bond
Free Switching

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WINN & RUSSELL, INC.

1014 Fourth Ave., South

General merchandise storage and distribution



Located in the center of wholesale and jobbing district
Low insurance rates Office and desk space
Member—A. W. A.—Allied Distribution, Inc.

SPOKANE, WASH.

Millard Johnson
Pres.

W. B. Fehlin
Secy.

Consign to SPOKANE TRANSFER & STORAGE CO.
A. W. A. 308-316 Pacific Ave. N. F. W. A.

Merchandise Department
Largest Spot Stocks in the
"Inland Empire."
(67,000 sq. ft.)

Household Goods Dept.
Assembling and distribution of
pool and local shipments.
Agents for JUDSON.

HUNTINGTON W. VA.

THE SHIPPING CENTER for
4 STATES

Ohio Kentucky Virginia West Virginia

Huntington is the shipping center of four states. From it you can reach Southern West Virginia, Southern Ohio, Eastern Kentucky and Northern Virginia by five railroads, the Ohio River and paved highways leading in five directions.

A first class warehouse for your goods; private side track from any railroad entering city—no switching charge; our own trucks and a competent force of employees. All at a cost that is surprisingly low yet everything is convenient for your warehousing needs.

HUNTINGTON WAREHOUSE CORP.
1639-41-43-45 Seventh Ave., Huntington, W. Va.

Member of A.C.W.—A.W.A.

The Men Who Distribute

Federal Matches

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and consult the Directory of Warehouses

For City of Washington, D. C.

refer to

DISTRICT of COLUMBIA

WISCONSIN

DIRECTORY OF WAREHOUSES

Distribution and Warehousing
August, 1935

LA CROSSE, WIS.

The Gateway City Transfer & Storage Co.
C. B. & Q. R.R. SidingThe logical distribution center for Western Wisconsin,
Eastern Minnesota, and Northeastern Iowa.Trackage warehouse for merchandise and Free switching service.
We specialize in pool car distribution.

LA CROSSE, WIS.

La Crosse Terminal Warehouse Co.
GENERAL STORAGEWe make a specialty of storage and pool car distribution for agents,
brokers, and general merchandise houses.

Free switching service

Large fleet of Vans and Delivery Trucks

We give prompt service

430-434 SOUTH THIRD STREET

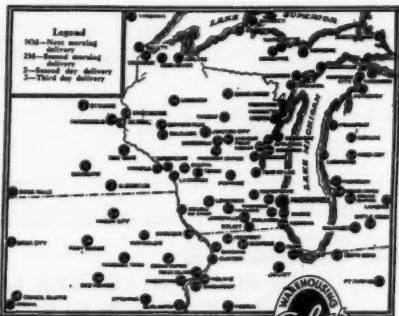
MADISON, WIS.



MRS. ROBERT M. JENKINS, Vice-Pres.

The Union Transfer & Storage Co.State Bonded Warehouse on Private Switch
Fireproof Building 85,000 Square Feet
Pool Car Distribution by Truck or Rail
Private Siding Milwaukee Road,
Free Switching All Roads
Established 1895

MILWAUKEE, WIS.

**SPOT STOCKS PLUS SERVICE
WILL HELP SALES—NOW!**

UNITED STATES CUSTOMS BONDED—WISCONSIN LICENSED AND BONDED

Atlas warehouses, nine in all with over 500,000 square feet of floor space, sprinkler equipped and A.D.T. alarm and watchesmen supervised, are ready to speed up your distribution service, safely, economically and efficiently. Ship to us by rail, truck or steamer. Fifty car truck capacity, two decks with water deep enough for any freighter on the Great Lakes—ocean vessels from European ports come direct to us with merchandise for storage.

Atlas at Milwaukee with its trained personnel is in a position to help you with your distribution problems—Write to us today!

**ATLAS
STORAGE COMPANY**

710 West Virginia St. Milwaukee, Wisconsin

Represented by:

**DISTRIBUTION SERVICE, INC.**100 Broad St.
New York, N. Y.219 East North Water St.
Chicago, Ill.625 Third St.
San Francisco, Cal.

Fast distribution to six states from MILWAUKEE

Golden State Milk Products
Read **DISTRIBUTION & WAREHOUSING**
and consult the Directory of Warehouses

MILWAUKEE, WIS.

**HANSEN
STORAGE CO.**"The Million Dollar
Warehouse Company"ESTABLISHED 27 YEARS—LARGEST IN WISCONSIN
18 Warehouses—50 Car Side Track—850 Foot Dock

DEPENDABLE—EXPERT—QUICK SERVICE

We Specialize in
Merchandise Distribution and Furnish

"BRANCH HOUSE SERVICE"

Let Us Solve Your Distribution Problems
Ship Your Merchandise to Yourself in Our Care
and Have Instructions Follow.

"We Will Do the Rest."

We Own and Operate Large Delivery Equipment

"U. S. Government Bonded Warehouse"

MILWAUKEE, WIS.

LINCOLN**FIREPROOF WAREHOUSE CO.**WAREHOUSE SERVICE RAILROAD SIDINGS
OF EVERY AND DESCRIPTION DOCKING FACILITIES

LOCATED IN HEART OF BUSINESS DISTRICT

OFFICES: 206 W. HIGHLAND AVE.

Member of A.W.A.—W.W.A.—N.F.W.A.

MILWAUKEE, WIS.

NATIONAL WAREHOUSE CORP.

468 EAST BRUCE ST.

Patronage National Distributors Solicited
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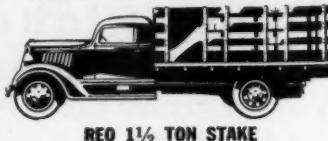
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INDEX TO GENERAL ADVERTISERS

Note: For Index to warehouse advertisers, see pages 56-57

B

Bassick Co. 49

C

Canvas Specialty Co. 52

D

Dodge Bros. Corp. 1

E

Economy Printing Service 54

F

Fruehauf Trailer Co. 96
Fulton Bag & Cotton Mills. 52

G

General Motors Truck Co. Third Cover
General Tire & Rubber Co. Second Cover
Gerstenslager Co. 48
Goodrich Co., B. F. Back Cover
Gretsch & Co., Inc., Ralph. 51

I

International Engineering, Inc. 55

N

New Haven Quilt & Pad Co. 53

P

Powers & Co. 52

R

Reo Motor Car Co. 96
Roloff, Inc. 48

S

Self-Lifting Piano Truck Co. 53
Studebaker Corp. of Amer. 4

T

Turnsignal Corp. 55

W

White Tar Co. of N. J., Inc. 54
Z-K Equipment & Supply Co. 50